

**JANINE OGG:** Many of you have told us that, you know, self-doubt and fear are possibly playing a role in holding you back from better results in your business and your life but that you struggle to know what to do with it. And we get it, of all the things we need to work on as mums that on our work, is sometimes the hardest to set aside time for the easiest to drop into the too hard basket because it requires us to set aside time, space, and energy to nurture ourselves. And that is something that we can be really putting off. So, if you're ready to step up and explore how you can find the time and the energy to do this kind of inner work or you simply need to be convinced that it's worth the effort to prioritize it, then you're gonna get a lot of today's interview with motivational coach and speaker Kate O'Brien.

So, Kate navigates her role as mother, wife, coach, speaker and author, with a huge amount of commitment and love. In fact, I recently experienced her wonderful energy, myself, at her Game Changer, a live event in Hawkes Bay where she was co-hosting with her partner, Henare. So Kate's biggest commitment is to live from a place of self-love and to live a no regrets life. So, welcome to getitdonemum podcast, Kate. We're really excited to have you here.

**KATE O'BRIEN:** Janine, thank you so much for actually inviting and for having me on this. And I love what you're up to and I love the intention of what you are sharing with women. Thank you for what you do and thanks for having me.

**JANINE:** I'm very excited about it. So, I'd love to kick off with, giving our mums a picture of your life as it is now.

[00:02:02.25] So, could you tell us a little bit more about your life in Bali and maybe about like what a day in life of Kate O'Brien looks like?

KATE O'BRIEN: A day in the life of Kate O'Brien... So, we lived in New Zealand and packed up our entire life, put it into a suitcase each, and put a pair of jandals on our feet and then move with, our kids over to Bali. So they go to a local school here which is just, they have like a once in a lifetime education. So our life, for me, I wake up in the morning. I feed one of the many stray cats that are hanging around outside our house because there are just so many animals living there. I get the kids ready for school. I hop on my scooter, like this morning, and ride into the business center which where I am right now.

This morning I got three bugs caught in my eye on the way in. And it's just one of the life's... One of the parts of hazards of living in Bali, of getting bugs caught in your eye in your scooter. And I look... Life is just, it's so different to where, you know, years ago. I feel like I get to wake up and redesign my life by choice, it's amazing living in Bali. The place where we get to choose to live, live here with my husband. And generally, what I love to do is, so much so that I don't feel like, I don't feel like I've ever gone to work for about three years, which is just fantastic.

And yeah, life still has its ups and downs, like anything, especially when you're playing at the edge of your comfort zone. You find that it kind of, there's a trigger point for really driving up your humanity. So these are opportunities to break through, when to have new growth opportunities and new learning. But yeah, life feels pretty juicy.

JANINE: And so, was it a difficult decision for you guys, leaving New Zealand and moving to Bali?

KATE O'BRIEN: yes and no. I came to Bali with my sister. And on day two of being here, I just felt something kind of click on the inside and I said to my sister, I don't know what but I think we're gonna move here.

[00:03:57.16] And that's two days after ever had been in Bali. I went home four days later and said to the hubby and the kids, sit down, guys. mum has a crazy idea. And just shared with them what I thought. And within two weeks, they'd all gone away and made their own individual yes or no and they all came back with a yes. So, within two weeks we bought our one way tickets and that was it. it's been six months later, we were living here. And I think that's one of the things that we've really created that muscle over the years is being able to, see something that's possible, feel into it whether it's right, and then make a bold decision.

And that's something that's carried us through in being able to create a lot of in our life and a lot of different ways as well. That's what I see a lot of people do is they might see something they want but then the fear kicks in and they don't make that choice and they have reasons of why not like, I can't because of my kids or I'm too young or I'm too old. And that keeps getting... Being put off for another day that never comes. Yeah.

JANINE: Yeah, and one of the things that really stood out for me at your event or one of the things that. I guess, has come up again and again in my own head since I've, you know, attended your event, was this concept of the stake in the ground. You know, pretty much saying to yourself, I'm gonna do this.

And so how can, what's something that I can, what's at stake in the ground that I can pretty much make sure I follow through with? It was awesome. And so, could you share, that example that you shared in your event about the stake in the ground, for your, I think it's for your next program, or...

KATE O'BRIEN: Yeah, it was actually for, I think, one of the first programs I've created. So just, when you're listening here, so, with stake in the ground, how I say it, is that when you really wanna do something, sometimes it's like, that kind of moment of when you can feel your heart raising and you think this is the moment that I really wanna do it. So as if we let that moment go by without taking bold, committed action then, then what happens is they... Fear can kick in and all sorts of things can kick in. Sometimes the motivation wears off. We get tired, life takes over.

[00:06:03.14] And all of a sudden, we haven't taken action. So, what I invite people to do is take bold, committed action in those moments when you feel your heart picking up and you know there's something you feel called to. So, and I call it putting a stake in the ground. I also sometimes call it putting your head over the fence. If you imagine, if you wanna climb a fence to get over to the other side, there are some things that are gonna get in your way. If you take your head up throw it over the fence, once it's on the other side, you're gonna have to get your butt up over that fence to get ahead.

So, it's how can you... And thinking about anything that you really wanna create in your life. How can you create one action in a moment now that's kind of like creates... Causes like a hat over the fence sort of a thing. For me, I wanted to create a program, I got all the reasons why it could have taken me years to do it. it would take me a long list to list all those things. So one

of the things I did was threw my head over the thing, and stake on the ground, took about two or three minutes and all it was before I created any part of the program. I didn't know what the name was or the module etcetera. I picked up the phone and I bought the venue in which I was gonna record that program.

So, I literally had to get my part and paid for the venue so that, you know, it was about putting some skin in the game. And so when it was all done, three minutes later, I was committed to the program has actually been created by, that certain time and date in which I was gonna be filming. So, like I said, if you put the stake in the ground, then that's what we did moving here, you know? Buying those one way tickets was a stake in the ground. And to be honest, you know, it took me six attempts. Every time I went to go and push the button I will shut down my browser and then I'd come back half an hour later 'coz I felt a little nauseous around it.

But my commitment was I was gonna buy those blinking tickets that night and, you know, it then created a snowball effect of, if I haven't had the courage to do that we wouldn't get to be experiencing this juicy kind of lifestyle that we do now.

[00:08:06.16]

**JANINE:** Yeah, and the stake in the ground there, that we've done which stands out for me is when we committed to our first high level coaching, really. And at the time, it was a UK based coach. And she was a thousand pounds a month. And we did not have that extra money. But we so knew in our guts that that was where we needed to go. And so, we just signed up and paid a deposit and we opened up a conversation with her and we just, we just made it happen. And that was a massive turning point for us in our

business. So it does take courage, doesn't it? But you definitely, reap the reward. So thank you for that learning from the event. It's been really great to have that in a fore front of my mind again. And I'm sure, for our listeners as well. Hopefully, we're gonna motivate a few of them to go out and stick a few stakes on the ground.

**KATE O'BRIEN:** Yeah. And it's essentially... Can I just add one thing to that? Because when you stretch yourself and you say \_\_\_\_ even before you feel like you're really, and that's the thing. We just talked about how, you know, you're committed to this high level coaching before you felt like you had external resources and \_\_\_\_\_ to do it. You committed, we did it as well. We committed to 70,000 dollars of coaching one year. We didn't, we had just scraped up the deposit using various credit cards. But the thing is it was a, it was a commitment and then we had to be a different way to be able to have that thing happen. And it's how you get to become in a process and that's actually the key thing. It's often not the end result, it's the who you get to become in the process. Yeah.

**JANINE:** That's great. Can we talk a little bit about, the business that you and Henare are creating as well 'coz it's really great for our mums to hear about how the different woman entrepreneurs that we're introducing, making their money. The different income streams that they've created.

**KATE O'BRIEN:** Yes.

JANINE: Could you elaborate on that a little bit with us?

KATE O'BRIEN: Yeah, Janine. So, Henare and I work for a business which is really around people being able to connect powerfully into their own humanity because when we own the truth of who we are, from that place, we kind of, we kind of shift into an empowered now.

[00:10:01.28] Which from that place we can create an empowered future. So, how we we do that, we deliver a few ways. One, if you kind of think of almost like the entry point is that we have our two day work through workshop. And that's a relatively low cost workshop so that it's really accessible for anyone. People come along to that. And in, at the end of that is an opportunity to enter and get bigger programs. We've got three months in a six month program. And so obviously, there are, the different process depending on how long people work with us for. and then, also, it's a lot of... So those programs have different amounts of coaching.

What kind of package people purchase. But these, these are, these kind of whole wrap around support. And then, we also got a, just all sorts of stuff out there, actually. Lots of giving away stuff for free. So, and I find that it's the biggest thing is we've got a lot of free programs that people can, come and join in. And what I like about that is that it's a no brainer for people to participate in something free. And then, as they go through the process, people feel themselves, whether they resonate with the work or not. And if they don't resonate then they go on and find someone else that would do, and that's perfect.

And if they do, then it's really easy for people then to make the next choice of wanting to then come along to the workshop or come along to,

participate and or apply for one of our other programs. The other thing we do is every year in January-February; it's just a big gift day. Our Global summit. So we interview, this year, we interviewing a hundred, people. And so, we interview top names in personal development around the world. Jack Canfield, John Grey, etc, etc. And so, yeah, that's really neat. And it's really great, it's a really great strong platform \_\_\_\_\_ but also to collaborate with other people, you know? We really believe that now is the time that we are; we need to be collaborating to work together.

[00:11:58.20] without \_\_\_\_ too much. It's a time in our humanity where we... Or in our history where we need to be [00:12:05.27](Lag). There's some big changes happening in the next 10 years. And a lot of that is, yeah, it definitely comes down to when they can commit with their own [00:12:15.02](Lag) So a lot of this, work we're wanting to do is a lot of collaboration with people to actually lift other speakers up as well.

JANINE: Yeah, absolutely. And we talk and teach a lot about partnership marketing which is essentially a relationship building and collaboration and community building and, you know, building those long term relationships, that are gonna nurture your business and your life, going forward as well as the people you are working with. So, we totally agree with you on that one, Kate. And it's gonna be really exciting to see that evolve. we found summits in the past are really great way ourselves as well to build relationships and that's why we're doing this podcast because we get to reach out and interview really exciting people and, you know, build a relationship with them.

now, we're sort of talking about sales \_\_\_\_, so a question I'd love to know the answer to is did you guys find it hard to establish those income streams in those sales funnels? Because I know a lot of our clients, and in the past we have as well, struggle to get their sales funnel and their income streams sorted. They played around with a lot of different product ideas and... So, what was it \_\_\_\_ like for you guys?

KATE O'BRIEN: Oh, great question. This is such a great question, actually, because \_\_\_\_ marketing out there around sales funnel \_\_\_\_\_. When someone's marketing it, it's marketed as an easy solution. It's something that you can put together and you'll be whopping up six figures within two weeks. You know, that's, that is a marketing \_\_\_\_\_. And I just really want anyone woman that's out there in business, you know, if you're putting sales funnel together and you're feeling frustrated and struggling with it, know that it really does take time.

You know, we've been working at this for years now and I don't know how many sales funnels I have put together, you know? And each time you do one, you'll learn something new and actually, that's part of the process. It's the putting something out there and you can, you know, whenever you create something, you create it with the best of your knowledge.

[00:14:02.25] And you put yourself into a kind of like new space. You learn something at that time and then, often, you know, many of my sales funnel, they didn't, they didn't get the results that I wanted. That didn't mean that the product wasn't good. It means that there were certain parts of the funnel, you know, like if you've got a funnel like this, if you've got one little hole here, then that's gonna leak half the water. It doesn't matter how good

the rest of the funnel is. Then it's just finding those little bits and tweaking it and it really does take time and it's the learning process.

So, now, I mean, the funnel I've just, I mean it's kind of like a funnel but it's essentially a program, that I have just released in the last I think 10 days, has just exploded like wildfire. And now, really, I think I wouldn't have been able to get there without all of the last, you know, years of being able to create all of the funnels that didn't work. So, it's part of the journey, ladies, when things aren't working.

It's about learning, getting the feedback, what didn't work, what you need to adjust, what will you do differently next time forward. And that's why none of the stuff that we ever do that feels like a failure is actually a failure because \_\_\_\_\_ learning. Honestly, you can get more learning from your own on the things that don't work rather than from someone actually telling you, anyway.

**JANINE:** Yeah, absolutely. And, we had the pleasure in our latest, sort of catch up, Jo and I. We got together in Wellington and to have the strategy meeting and find that, you know, our strategy was so simple and we've got our sales funnel in place that works really well now. And this is after years of meetings where we would have boards of post it's and stuff everywhere. and we were like, woah, you know, we've had plenty of time to cover what we needed to cover. Our strategy was really simple and focused and we're excited about it. And it's such a great feeling. And it's definitely the culmination of \_\_\_\_ over the five years and also that, advice we got from our coach, Laura, and, you know, the learning along the way.

[00:16:02.25] So, and I'd get to what you say, Kate, and just say don't give up. If you, if you're struggling with your sales funnel or what your products and services, to stick with them, not to let go, don't give up. Keep trying and eventually you'll get there.

KATE O'BRIEN: Absolutely. And you know what; no one is an overnight success, that's the thing. We see people pop out all of a sudden. And then all that looks like their stocks going boom. We don't see the 10 years that had been working at it behind the scenes, you know? One of our friends who is, super, super, super popular in the States, you know? He talks about, you know, having made sort of, you know, six million dollars inside of 18 months.

You know, it also took him 15 years to get to that place where he could make six million dollars in 15 months. But it's not \_\_\_\_\_ to market in 15 years. So, please have faith in yourself and keep on going.

JANINE: Yeah. It's great. Kate, I'd love to know what you would see, looking back on your journey so far, like one of your biggest achievements would be whether it's personal or business related. Love to... Love to hear that and share that with our mums.

KATE O'BRIEN: I would, my biggest achievement is actually learning how to love my own humanity. and what I mean by that is to truly love myself and not just the shiny image that I could put out, you know? This isn't how I looked when I got up this morning or this isn't how I \_\_\_\_\_ when I'm in a bad mood, you know? What I mean by that is it's easy to love the parts of ourselves that we got well-polished, well presented. But what about the

stuff in the background? That's been my biggest achievement, is to love parts of me even when I'm feeling angry or when I'm feeling pissed off. When I'm feeling, perhaps, resentful. When I am, feeling tired and not at my best or when I'm feeling frightened. Really loving all parts of me and that's really is my biggest achievement because I had a long way to go to there, you know? I didn't love any part of me, in fact. so, I would say that's my [00:17:57.11] (Lag)

[00:18:00.09]

JANINE: Yeah. And, I mean, it was amazing that you're event, you know, it's a real privilege to hear your story as it emerged throughout the week. And also Henare's and I really encourage anyone listening and who's resonating with what Kate sees and wants to learn more about her personal journey, you know, just sign up, to the updates. We're gonna have a free give away, [henareandkate.com/getitdonemum](https://henareandkate.com/getitdonemum). we've got a great give away there from Kate and Henare and that will give you an insight when you start following them a bit more about their journeys.

And if you ever get a chance to attend one of their live events, I highly recommend that as well because, we don't have time really to go into everything in today's \_\_\_\_ and there's so much there when you go to the weekend events, you know? There's so much learning and your courage and strength, Kate, and overcoming the barriers that you have come to love yourself in that way. I just found it really inspiring. so, yeah, really encouraging our listeners to dig a bit deeper and find out more about you.

And on that, on that note, is there, if you look back now, what is something that you would do differently? I know you are committed to this no regrets

living, but when you look back, what's the learning that our mums can take away in terms of what you might do differently, if you were to do it over again?

KATE O'BRIEN: Yeah, it's a great question, Janine. And when I saw that question, I really did think about it for quite a bit. And I, hand on heart, there's nothing; actually, I'd do differently. In saying that, there's a lot of learning so probably \_\_\_\_\_, because [00:19:28.03] (Lag) So going forward though, what would I do differently? I think being able to have the courage to really claiming my truth is really, really important, you know? It's so easy, ladies, to look out and just see other people who are successful. That we see as successful or who look like they've got everything for them. And need [00:19:55.22](Lag) ... with what we are seeing. And what we don't actually realize is that people are showing just one part of themselves. Predominant part of their personality.

[00:20:08.06] And a lot of times, though, that predominant personality, which I call the front liner is the well \_\_\_\_\_. And so what we do is we can key it in sort of like [00:20:16.00](lag)\_\_\_\_\_ most kind of in doubt parts that we don't wanna show people. We \_\_\_\_ with other people's shiny front line personality. And then \_\_\_\_ between those two things and then as a result, we make a meaning that we're not good enough, we're not here yet, we can't do this. And there's a thing that disempowers us. I think one of the things that, if I, had, I could tell myself years ago is that, darling, right where you are is so perfect for your journey.

That you're perfectly human like every other human being. And that everyone else, regardless, even the Dalai Lama, has internal chatter.

Everyone person does, if they are human. its part of that human mind. And when we actually [00:21:03.02](Lag) if I hadn't got \_\_\_\_ would have help things? When we get that truth, then we get to give out that resistance of who we are. And that's basically [00:21:15.03](lag) and then from there, we can really create anything.

JANINE: So Kate, I'd love some tips from you for our mums around how we start moving towards that place of truth or how we start doing some of that inner work especially when we're a mum who's juggling, you know, a pretty mad, daily life with building a business and setting aside time that's, setting aside that time for your stuff can be quite tough. Have you got a couple of ideas or tips you can share for our mum?

KATE O'BRIEN: Yup, definitely. And also, I just wanna say, if you head over to that free dvd program disc, it will take you through every day [00:21:50.11](lag) But in terms of some tips now, I think one is just, first of all, give yourself a break. \_\_\_\_ in two ways, I'm talking about mentally and also literally in your life, give yourself permission to have a break.

[00:22:07.16] you know, when we, as a woman, we have got so many balls in the air that we're juggling. So much stuff that we end up being kind of in a survival where we don't get through the moment kind of a space. And from \_\_\_\_ it, we're very head based. very head driven. And I know, I've been like this myself a lot as well. And in that space, we don't have the opportunity to let emotions come out, to even get out of that kind of dominant, sort of default way of being.

So, number one, just create space in your day over the next, you know, try doing it each day for the next fortnight where you got time that you can have just for you. Now what will come up for you is that you'll feel guilty. Feel like you don't, you might have internal chatter that you don't need to prioritize this because everything else is so much more important than this. But I promise you is that, if you do actually really create the space just for you, every day for the next fortnight, what will happen is that you'll start to have your tank build up more. And then all of those things that super, super, super valuable to you...

That you value, like your kids, and your marriage, and your [00:23:19.15](lag) you'll have more you to bring into those things. Your kids will be better off, your business will be better off, your marriage will be better off. But it does start with you. So, create some space in your life, and then that will allow you to hopefully to make that shift because it is a shift from here to actually, here. That's part of it. And we can't do that unless we allow ourselves to do it.

**JANINE:** And Kate, just to touch on that give away that your offering our listeners again, it's a 30 day challenge, is that right?

**KATE O'BRIEN:** this year it's a 30 day program. So it's an entire program that literally, I could have put, I was thinking of selling it, but all of a sudden I started to give for free. What would happen is that every day over 30 days, you can have a brand new power class.

[00:24:04.26] And the power class is at anywhere from I think about six minutes to 9 minutes. And that's literally a new distinction every single day. One of the distinctions is a shifting from anger to intimacy. Power and alignment so brink and bottled up in a way or something. How can we turn that around and use as a moment for our deepest intimacy? Another one is the art of self-romance, or as [00:24:29.03](lag)

JANINE: Cool. So, another take away for you, if you're listening to this, is could be the one, the stake in the ground that you take half of this call as to sign up for that, that free month long program and take a few minutes every day to work through it. And then see what happens from there. Sounds like a fantastic resource, Kate. Can't wait to sign up and have a look. I have got another question for you, uhmm...

KATE O'BRIEN: Yeah.

JANINE: This is our quickie closing question that we like to ask all our guests. so, if you got up tomorrow and the people of the world had decided that we are all crazy to work more than 20 hours a week, what would you, what tip would give for rejigging your business so that you could, you know, work 20 hours a week or less, but still earn the same amount of income or if you have already achieved that, you know, what have you done, you know, what's the one biggest tip, I guess, that people can implement to help them move towards that?

KATE O'BRIEN: Oh, well, I'm in this category, so yup, everything is all set up. So, literally, if I wanted to work no more than 10 hours a week, I could do that. How I did that was, I think, number one, you've got to stretch yourself into things before you're ready. If we keep waiting until we're ready, we miss ourselves actually kind of take, take us out into our own growth. So one thing I did was, I got really clear about bringing where my areas of, unique kind of leverage that is inside of what I uniquely love to do. And so, I only work in those areas of my business.

[00:26:06.21] And then I have a team of five full timers that do everything else. And so, we got [00:26:14.03](lag) a real systemized, person. So, we got systems for everything. We've got, [00:26:22.20](lag) every single part of the business so that once it was done once, it doesn't have to be repeated or never have to re-verbalize what's in my head. [00:26:33.24](lag) to only work, as more time if I want to.

so, systemize everything, [00:26:42.17](lag) and leverage and outsource those key things that really help you to shift into working under 10 hours a week. Now, what then happens is that, you know, if I put a whole team in working, you know, a certain amount of hours, you know, my time is worth a lot of money. So, if I can focus just on my unique genius, I mean, I can bring in a lot of income which pays for the team. So, but when I first started it, it felt strange in pulling my first person for 20 hours a week I thought, How can I do this, that kind of things. Stretching yourself a bit at a time before you feel that you're ready, and even though I [00:27:24.04](lag) 10 hours a week if I want to.

I work way more than that because I'm actually doing something that is not about money. It's not; I don't want sip pina coladas on the beach. That's not

why I'm here, you know? What I am here to do is that is actually make a significant shift in humanity over the next decade. And when you really connect with doing something that is at your core deepest value, you actually never do work another day in your life, anyway. So, you know, I certainly don't feel I have worked in years, often I'm found creating my next part of the project or, you know, researching a key piece that I see because it's just great. So, I hope answered your question.

[00:28:04.26]

JANINE: Yeah, no. Totally. And I think what you're getting at there is that it's about the choice, isn't it? And that's what we're all about creating for our mums, as well. I mean, you define how when you work and having that, that is an incredibly empowering thing. If you choose to work a lot more one week, you can. If you do decide you wanna spend some more time with your kids or with Henare, then you can take control of that. And that's an incredibly inspiring thing. and, you know, it's quite hard work for us to find guests who are actually achieving this. So, it's really exciting to have you on, as an inspiration for our mums to show them that you can actually, it can be done. And you can do it, too.

And those are fantastic tips. So, just to go over them again, it was leveraging, it was out-sourcing, and what was the other one?

KATE O'BRIEN: automation and systems.

JANINE: systems, yeah.

KATE O'BRIEN: So, if you have anything in your business that's repeated over and over, put it as a rushing procedure. And what, and just, I'll give you an example, we were in the middle of our New Zealand tour. We had workshops every week. the day before one of our workshops, our main employee, was no longer working for us. And so, she had a lot of knowledge in her head. And so, because she left, I was able to on board a new client, I'm sorry, a new employee within, I think it was about a week and a half later. And she was able to be orientated through the systems that we already had instilled in the business rather than me having to spend hours and hours teaching her. So, the systems is like a do it once and then you never have to do it again. It's that really leveraging your time.

JANINE: Fantastic. Okay, thanks so much, Kate. All the best for the amazing work that you and Henare are doing. so fantastic to meet you guys and to be, a part of what you're doing. And if you want to go and check out, the give away from Kate, I'll just give you that url again, it's [henareandkate.com/getitdonemum](https://henareandkate.com/getitdonemum). But as usual, that will be in the show notes underneath the video. If you wanna find the links and click through. And, yeah, thank you so much, Kate. It's been an absolute pleasure.

KATE O'BRIEN: Aww, Janine, thanks so much for having me, today and I really appreciate the work that you're doing for women in New Zealand.