

## Color Your Dreams EP57 Transcript

**Elaine Lou Cartas:** Hi, Legacy leaders. So we are going to try a new thing called marketing and mental health. And obviously, who would I invite to be in this episode because it's marketing and mental health? It is the one and only Monica Schrock, my marketing strategist, who happens to be my marketing coach for my clients.

**Elaine Lou Cartas:** Monica, welcome

**Monica Schrock:** back again. Thank you. Excited to be here as always.

**Elaine Lou Cartas:** And in all transparency the reason why I brought Monica back on, we are going over our marketing stats for this podcast. And I was telling her an idea, let's do something with marketing and mental health because everybody wants the human side.

**Elaine Lou Cartas:** I would love for you to share the behind the scenes of why you think this is also important.

**Monica Schrock:** Yes, I'm excited. I think also like marketing and mental health are two of my focuses, but also I would say that marketing, because of the nature of it, has a lot of impact on your mental health. I know it's like something that people, is a real challenge for people, and I like, really understand why that's a thing and working in it.

**Monica Schrock:** It's oh my gosh, it's like you always have to be on top of things. Like a lot of the times your work schedule is like not something you can anticipate. There's always so much going on and you're forward facing. So you're dealing a lot with the public and with the people you're working with, it's just like a lot of stimulation and a lot of things to keep track of.

**Monica Schrock:** And then a lot of energy that's expended. And honestly,

**Elaine Lou Cartas:** do you really want to listen to another strategy, like step by step process on what to do? No, I'm, I get tired. I remember one of my clients, she was like, I love listening to podcasts, I listen to all the business podcasts, but sometimes I just need a break from it.

**Elaine Lou Cartas:** I was like,

**Monica Schrock:** I know. Yeah. Because then you get information overload, which is another thing. I don't need information overload. Like I could just, I don't want to be like. Paralyzed by it, it's Oh, we're going to talk about it. We're going to talk about ADHD. Yeah.

**Elaine Lou Cartas:** Thank you for segwaying into it.

**Elaine Lou Cartas:** So we're going to talk about ADHD, whether like tips and advice on whether you have it or you're working with someone that has ADHD. So Monica has ADHD. I do not. I have a lot of clients, friends, and family members that have ADHD. And the one thing I will say, being on the other side of it, is we all have different brains.

**Elaine Lou Cartas:** Yeah.

**Monica Schrock:** Even if we all have, even if people have ADHD, it's different for everyone.

**Elaine Lou Cartas:** Yeah. We're all, it's a neurodivergency, but I would love for you to share, how did you find out you had ADHD

**Monica Schrock:** and what did you do about it? Oh, yeah. I didn't even think about it before. It's like mental health and the challenges we have it, have with it and the diagnosis and the like disorders.

**Monica Schrock:** Still like when I was, I'm 36 now. When I was in my 20s, like even still now, people don't really talk about it. It was still like a thing that it's like, Oh, even if people in my family had things going on, it was like, we don't really talk about it. Hush, like that kind of vibe.

**Monica Schrock:** No one needs to know that someone's like different or. Othered or, don't like to use the word crazy, but that's what people use and so I didn't really think about it I just went through life thinking like oh everyone deals with this. This is how everyone's brain is working So I shouldn't complain or say that I'm having a hard time because everyone is doing the same thing So just suck it up Monica Do what you need to do and it wasn't till it's funny I didn't realize I had anxiety until I saw a meme on Instagram Hey,

**Elaine Lou Cartas:** a lot of people have been self diagnosing themselves on because of Instagram, which is not that it's bad.

**Elaine Lou Cartas:** It's great. It's actually, yeah, it's not great, but it's good because then you don't feel alone. There's an awareness.

**Monica Schrock:** Yes. There's an awareness. I don't recommend self diagnosing, but it was a gateway to me getting help and being able to see someone. So I saw I was about to, I was on a plane and about to take off going somewhere, and I saw the meme and I texted my.

**Monica Schrock:** Boyfriend and I was like, I think I have anxiety and texted him the meme and he was like you don't know that? So apparently like everyone knew I had anxiety. I didn't know. And I went, that was like a few, maybe a few years ago. I just I was like, okay, I have anxiety. Let me try to manage this.

**Monica Schrock:** Didn't really know a lot about ADHD honestly, and it's something where I grew up, I was assigned female at birth. I grew up socialized as a woman. I'm non binary, but

it shows up in us different than it shows up in men. And I think a lot of the times, it's really only been communicated the way that it shows up in men.

**Monica Schrock:** No surprise there. We are an afterthought. So once I started learning more and more from friends who were like, Oh yeah, ADHD. And it's a lot of us are realizing it in adulthood and we weren't able to be diagnosed in childhood because No one talked about it or everyone was like, Oh, only boys are ADHD and ADD.

**Monica Schrock:** They have like attention deficit and it's yeah, it's just an interesting thing. So I came to it like I was learning more about it. And then my grandmother and a few cousins are, had bipolar disorder. And I started just I went undiagnosed for a long time. I remember it on setting when I was around 25, like I said, I'm 36.

**Monica Schrock:** I got diagnosed a little over a year and a half ago with. Bipolar Generalized Anxiety Disorder and ADHD. And so it got so bad, like the bipolar disorder specifically, that I was just like, I can't deal anymore. And I told the people I'm closest to I don't know what's going on, but everything that everyone says that you need to do to help your mental health does not help me.

**Monica Schrock:** I still feel... My brain is tearing itself apart. And I finally, not finally, I just didn't know, I was like, Okay, I think I need to talk to someone. I had already been talking to a therapist, but talking to, I was like, I need to make an appointment with a psychiatrist, because I have a family history of bipolar disorder.

**Monica Schrock:** Once I started looking into it, I was like, Okay, if I have access to this, I'm going to do it. It took a few months. Because it was like coming out of COVID, so it took five or six months for me to get in which was a little rough, but just the anticipation of maybe having an answer, no matter what it was worth it for me.

**Monica Schrock:** People are like, are you scared? I'm like, no, because at least I'll know what isn't or what is going on and hopefully have some next steps. So I went to a psychiatrist. We had a few sessions and they diagnosed me with ADHD. generalized anxiety and bipolar 2. So that's how I came to it. Thank

**Elaine Lou Cartas:** you so much for being vulnerable, sharing all of this to our listeners.

**Elaine Lou Cartas:** I know you also share publicly. And I would love for you to share so people that don't have ADHD or, because We think it's normal in our brains, right?

**Monica Schrock:** Yeah, we all think our brains are like the way that everyone else is.

**Elaine Lou Cartas:** Example, if you grew up in a household where everybody was yelling at each other, aka me, that's normal, right?

**Elaine Lou Cartas:** Yeah. But then I remember finding it weird when I would go into my friend's homes. I'm like, oh they talk normal voices. But I would love for you to share, were there specific situations you said the quote, for example, earlier my brain is tearing apart. What does that mean? What does that feel?

**Elaine Lou Cartas:** Can you share with our listeners? And I only say that because I am pretty sure there's people listening who might. Be going through the same thing as you and hopefully this will encourage them to, I don't want to say the word take care of it, but just more awareness and more healing for them. Oh

**Monica Schrock:** yeah. Or be able to advocate for themselves, I think is the biggest thing I've shared like on my personal account a few times and people are, are like, Oh my gosh, I would have never thought about this.

**Monica Schrock:** If you hadn't said something about it, and that's how I felt like I'm not that there's like I am definitely going through therapy, so there's no like anger or resentment around no one talking about it when I was younger because I would have known if someone would have said something that maybe I'd be like, Oh man, that's how I feel.

**Monica Schrock:** Maybe I should talk to someone or maybe there is something going on that I could, something could help with. For me, it is medication, just to be clear. I think like the tools that I have, it started with medication. It is something I think with bipolar disorder that, I'm not a professional health, a mental health care professional, but it is something that We need, I think I don't know if I'll ever be able to get off of it.

**Monica Schrock:** I would love to at some point, but at this point, I'm like, I just want to feel good. So I'm going to use the tools at my disposal. So obviously it's not the only thing, like there are, behaviors and routines and things like, bipolar disorder specifically with my brain tearing itself apart is very much, it's a mood disorder.

**Monica Schrock:** So there are many phases that could happen within that. Not the biggest ones for bipolar two er. Depression and mania. These are two, extremes of feeling, the most simple way I think I can put it are extremes of feeling sad and happy. These are extremes. The depression is, everything that most people probably know it is.

**Monica Schrock:** Feelings of worthlessness and, lethargic, no motivation, sometimes worse than that. And then the mania is very euphoric, and you're super confident, even arrogant. You might be a lot, you might be irritable, you might feel like you're invincible. You are very impulsive with, things like sex and spending money and traveling and making these last minute decisions.

**Monica Schrock:** I was really good at masking both of those. So when I was going through like a manic episode I was really good at hiding it from people for a long time. And then, a couple years ago before this, I definitely felt like I went through this like psychosis where it feels like your brain just like breaks.

**Monica Schrock:** Like you don't know what to do or what it needs. And then there's mixed episodes, which literally feel like your brain's tearing itself apart where you feel manic and depressed at the same time, which I didn't know were a thing until last December. And it's like the wildest feeling ever. And I think, the hardest part is okay.

**Monica Schrock:** I still have to do life. These things are happening and I still have to market this product for a client or work at this job and be able to continue to do these things, like everything's good, like everything's normal. And I think a lot of people we go through like a version of that, maybe not bipolar disorder, but a version of having to put a put a face on and make, and pretend everything's okay because capitalism and we don't get to stop, we have to make money, we have to pay for everything to live.

**Monica Schrock:** And, in this economy, that's not easy. It's it's exhausting. And then ADHD has a lot of symptoms that... Are similar. Sometimes some are a little bit similar, like impulsive decisions. Another thing is I think the thing people think about the most is not being able to focus, but it is really there is a lot of that.

**Monica Schrock:** And there's a lot of it takes a lot of energy to do what. People would think would be mundane, easy tasks like brushing your teeth, like washing your face, like doing these things that people do automatically. That just takes a lot of energy. Like sometimes at night I'm like, I can't do it.

**Monica Schrock:** I just can't do it. Or like folding clothes. That's the funniest, like Instagram is like. Everyone who has ADHD, maybe, I don't know, I feel like a lot of us once you wash your clothes folding them ADHD people have this pile, this constant pile of clothes in their room, and I have since I was a kid, so that's a flag that I'm, like, I've been this, way for a long time.

**Elaine Lou Cartas:** Piles, isn't it? Isn't piles a thing, too? Yeah, just

**Monica Schrock:** piles and you know where everything is. It's just like piles of thing. But then I think that bleeds into, if we're talking about a lot of what we talk about the human side here, but also like we're having our own businesses or we're working at an office and these things like bleed into that where it's like you were saying before this, like multiple tabs, like so many tabs open, which I think Oh yes.

**Elaine Lou Cartas:** So we need to before I go there, I just want to say I got. We are obviously personal friends. I would think so Monica. Yes. Yes. I just needed to record it

**Elaine Lou Cartas:** But when you're talking about bipolar My grandma as you know is in schizophrenia. So when you're talking about the episodes of Depression and mania. I just remember seeing that And that is two generations above us, and it was just

**Monica Schrock:** my grandmother, too, yeah, who was on lithium, and in and out of, and just nobody

**Elaine Lou Cartas:** wants to talk about it. And my grandmother raised me and my brothers as my parents were working full time. And it was, we never talked about it. It was hush.

**Monica Schrock:** Always. Yeah. And it's just Or we pretend like it's something

**Elaine Lou Cartas:** else. And I'll be honest. I do have regrets that I didn't stand up or say anything.

**Elaine Lou Cartas:** And I majored in psychology, like in college, but I don't think I was much. I don't think I was mature enough in just that awareness. So I just really appreciate you opening up to talking about that because I know that even for me, even though I don't, I'm not bipolar, it's also something that I don't want to talk about to other people in terms of my grandma having that.

**Elaine Lou Cartas:** Yeah.

**Monica Schrock:** It's a, yeah. Go ahead. It's a rough one and another there are, there is Bipolar 1 and Bipolar 2. I'm Bipolar 2, so I have depressive and hypomanic episodes. A lot of the times, what is portrayed in like media and in movies and things like that is Bipolar 1, where there's really high manic episodes that last like a long time.

**Monica Schrock:** Which people probably know what I'm talking about, because that's the only one that's portrayed. But there's, other versions of it. It shows up in everyone differently. And one, another phase that I forgot to mention, which is hilarious is stability. That is also a phase within bipolar disorder.

**Monica Schrock:** You also can be stable and the goal is to be stable. But what's really funny about that, funny, peculiar, not haha, funny, is that stability is the most like. is the weirdest stage for me to be in because I haven't been for so long. So once the like meds were starting to stabilize me, I was like, Ooh, this is weird.

**Monica Schrock:** I don't know if I like this. I don't know if I like it. What am I supposed to do here? I'm so used to up and down and up and down and up and down. That's my normal is like being like, okay, I can't get anything done in these like weeks or even months. And then when I get like hypomanic, I'm like, do it.

**Monica Schrock:** There's no, you're not sleeping. You're not doing it. You're like, you have to like. get everything done because you work in these highs and lows because you exist in these highs and lows. And I think that's interesting too because even like the happiness that I'm used to, like for me, being manic is happiness because that's what I know.

**Monica Schrock:** So trying to retrain your brain to be like, that's actually something else. Like happiness and joy doesn't have to be all the way up there. Like you're measuring it to a standard that's just. impossible to me for a normal brain,

**Elaine Lou Cartas:** going back, as we're talking about neurodivergency, I was like, wait, hold on, let's talk about the computer tabs.

**Monica Schrock:** The computer tabs. Zendaya that said my brain's there's hundreds of computer tabs open and there's music playing in the background and you don't know where it's coming from. Yeah. Something like that. So

**Elaine Lou Cartas:** before we hit record for those of you that are, that have your own podcast or want to have your own, or even just.

**Elaine Lou Cartas:** Have a computer and you're on zoom, a little tip to make sure that your internet is fast is to close all tabs. Before hitting record on this podcast, I told Monica, Oh, just a reminder, let's close all the tabs. Yeah. And I joked around because I figured everybody does it. So my bad for making assumptions that everyone does this.

**Elaine Lou Cartas:** So I apologize publicly. I think a lot of

**Monica Schrock:** people do it.

**Elaine Lou Cartas:** I know. I was like I have a billion tabs, so let me go close it. And Monica, shockingly, was like, I

**Monica Schrock:** don't. I don't. I'm like, what? Who

**Elaine Lou Cartas:** are you? I know. And I made a comment to you before we hit record. I'm like, Oh, is this like an ADHD thing so that you're not distracted?

**Elaine Lou Cartas:** So go ahead. Let our listeners know what struck with me.

**Monica Schrock:** So I think part of this journey also, when you know what's happening is to try to manage and mitigate those symptoms, right? So you can't just take meds and, you can if you want, but like meds don't generally fix it all like for the bipolar disorder I need to figure out what triggers me into those episodes and pay attention to that Because it's not just like you have a depressive episode and then it's hypomanic and then it's still stable.

**Monica Schrock:** This isn't a pattern it's like whatever is triggering me in my environment is what happens, right? So it's looking at those things and then for ADHD, it's okay Like I, I think the biggest thing is not shaming myself for cause oh my God, how shitty does that feel? Oh no,

**Elaine Lou Cartas:** hold on.

**Elaine Lou Cartas:** Let's say that again for the listeners in the back.

**Monica Schrock:** Yeah, let's not shame ourselves for it. Because all, honestly, the thing. Why we feel bad is because capitalism is you're not as productive as you should be. And that's the same. By productivity. By productivity. And a lot of the symptom a big symptom of ADHD is you do a to do list, you get one thing on your to do list done and you're just like, oh, like I've been so productive.

**Monica Schrock:** And to like someone who is not ADHD, they'd be like, what are you talking about? You did one thing. But the amount of brain power sometimes that it takes to do the one thing, or the thing you've been putting off for months, like that's another funny meme where it's like, This thing I've been putting off for months that took me five minutes or whatever and it's just like the like fear and the shame in your mind where you keep putting it off and then you keep shaming yourself for it so much so that you don't do it.

**Monica Schrock:** It's like this cycle. Oh, it's like the worst. It's like this. Why am I like this cycle? So it's like thinking about the ways that doesn't happen for me. If I need to focus on something, if I need to do something, I'm like, today I need to do this. I'm talking about work for the most part. Like today I need to do this to function in this.

**Monica Schrock:** Hellscape. Yeah. I'm like, cool. I can only have that one tab open. Because if I have other tabs open, I'm just going to switch switch, and distract myself and do a lot of other things. Do anything besides the thing that I'm needing to do. Literally anything. And that's another ADHD thing.

**Monica Schrock:** I will do all the things. I will clean someone else's house. I will like, except for that thing that I need to do. It's really frustrating, but I think it's really important to not shame ourselves. So that's something that I do where I'm like, I need to do this. There is nothing else open besides the thing that I need to do.

**Monica Schrock:** I will always have something in the background. I don't know if you're, like, an ADHD person that has to have background noise. That's me. So I'll put a show in the background that I've watched a million times. 30 Rock is my show to put in the background because I don't have to pay attention.

**Monica Schrock:** But it's there. It's the noise that can keep me feeling comfortable and secure. And it really is little things like that because I can't tell anyone, like, how this will help them, but at the end of the day for me, it's I have to dump everything out of my brain.

**Monica Schrock:** Otherwise, I'll be, like, spiraling. To do lists are a huge thing. Prioritizing to do lists are a huge thing. Because it's not just I write this huge to do list and then I'm overwhelmed. And then I'm paralyzed. There is.

**Elaine Lou Cartas:** We, I think we, yeah, I think we talked about it in one of our episodes. It was the one that we did with Juliana.



**Elaine Lou Cartas:** I'll put in the show notes. Yeah. But I remember I was talking about yeah, I add things to my calendar and then you called me out. I was like, Elaine, that doesn't work for everybody. I'm like, Oh. Yeah. we have that type of friendship. Oh, we do. We do. We do. But you're like, you're, you mentioned to me and you called me out and you said my brain doesn't work that way.

**Elaine Lou Cartas:** And I was like, and what you shared was that. Yeah. The to do list and then what is the top three or top one and what's interesting and I want to say publicly, I apologize, Monica, and to thank you because I do have clients. That have ADHD, I've shared with them I give a warning or caveat with them.

**Elaine Lou Cartas:** I was like, Hey, do what works best for you. So this is what works best for me is I block things out. Each day is structured like CO Mondays and then Tuesday through Thursday are calls Fridays are my creative days. Yeah. That works for me. Yeah. Yeah. And. And what I noticed is when I would recommend that to folks who have ADHD, that doesn't work really.

**Elaine Lou Cartas:** What works is your strategy, Monica. The brain dump and then let me prioritize, like what's the top three or one?

**Monica Schrock:** Yeah, and that's all I need to do today. Because some days it's if I'm in a huge depressive episode and like my anxiety is bad and my ADHD is like flying because of that. Like I'm like my only to do list today is to...

**Monica Schrock:** Get through the day, hopefully another thing would be if there's something do I can get it done so I don't get fired or I don't lose a client or something like that. Like I do have to prioritize like, money sometimes, cause that's just what it is and you have to push through, but I think, yeah, I was like when people are like, Oh, just block off two hours and do all your content for the blah, blah, blah.

**Monica Schrock:** Like I can't do that. I can't. I also can't do that. Yeah, no, it's just too much. But even what you were saying with the day themes, like I, and I have tried it before, like people say that and it sounds like a great way to schedule your life, especially as an entrepreneur. So I'm like stoked that it works for some people.

**Monica Schrock:** But for me, it's I cannot. With the highs and lows that I'm in with ADHD and with bipolar disorder I cannot anticipate when I'll be able to do things. There really needs to be, like, an ebb and flow and that, like you said, prioritized to do list that's just let me not overwhelm myself and then shame myself for getting one thing done on my to do list or nothing.

**Monica Schrock:** Let me just be like, this is the thing that you need to do today and then I get it done and then I feel like, cool, I did the thing that I said I needed to do today. And, if I don't, it's okay, and there's no, I think I just had to stop shaming myself for not also being as

consistent as other people it's just not, if I'm working in these highs and lows and I have trouble doing certain tasks I cannot be consistent people.

**Monica Schrock:** Want people to be like, even with like podcast episodes and stuff, I just release them when I'm like able to, and it's okay, that's the way I work. I'm just not going to be on that schedule. Like I can't just, I can't control my motivation like that. I'm really prioritizing.

**Monica Schrock:** How my brain feels and not so much what that, what the output I can do with my brain is.

**Elaine Lou Cartas:** Here's what I appreciate about working with you since you're my marketing strategist is there's days when I ask you like, Hey, can you work on this? Or what's the update on this? And you'll be so transparent and direct with me.

**Elaine Lou Cartas:** Hey, I'm having a down day. Yeah. Or, I need a couple of days. I'm like, okay. And then I respect it. Another question, and it's more so for people who may work with others that have ADHD but they don't have it, right? Yeah. Is, what advice would you give to them? Because I'll be transparent. There are times where I get frustrated from my past, don't worry, it's not you, Monica.

**Elaine Lou Cartas:** I'm like, why

**Monica Schrock:** is it? Why is it so hard? Just do this thing. Yeah, I was like,

**Elaine Lou Cartas:** why aren't you doing this? Why can't you do it? I just did 10 things and you can't even do this one thing. Or

**Monica Schrock:** Oh, it's just so hard. I know. It's not because of you. You don't know. I just know I can feel that feeling where you just feel that this person is like, why can't you do this?

**Monica Schrock:** And then you fear like they think you're incompetent or lazy or whatever. And you're like, no, literally my brain is just working against me in every single way.

**Elaine Lou Cartas:** Yeah. So what advice would you have for those that do have ADHD one and then two to the people that don't how to work with them?

**Monica Schrock:** Yeah. For people who do have ADHD, I would say as much as you can.

**Monica Schrock:** I know it's not, doesn't always feel good. It doesn't always feel like safe. Like we have to make a certain amount of money. We have to exist in these spaces. I will say I have been in the last year and a half being. Much more transparent about it. And,

**Elaine Lou Cartas:** yeah, that has helped because I'm, Yeah. We work together, so I really appreciate, I appreciate you being transparent and it also educates me.

**Monica Schrock:** Right, and that's the thing too, I think that's a big thing for me since people weren't when I was going through this for a decade and then it went, I'm diagnosed for, Bipolar disorder specifically when I undiagnosed for 10 years and it just got worse and worse so me I'm like, I don't want people to get that bad so and I want people to understand like these are not like I give myself longer timelines with clients now because I'm like I know I'm gonna need more time Like, I'm not going to pretend like I can work like I can work fast.

**Monica Schrock:** And I know in my brain that I will do all the work and probably two hours, but I will do all the work in two hours, like a couple days before it's due or the day before it's due. So let me just give myself enough time and look at the timelines I have for all my clients or all my projects at work.

**Monica Schrock:** So I think it's we don't need to compete with people who Don't have a D H D at the end of the day. And honestly, I think like being able to be like, Hey, I need a longer amount of time on this, or, hey, like today I'm just like, this is a struggle for me, so I'm gonna need till tomorrow, like end of day to do this.

**Monica Schrock:** And just being really transparent. I think, hold on. I

**Elaine Lou Cartas:** wanna pause on that. I think that's really important to say. And also what I appreciate about that is that you weren't detailed. Do you know what I mean? You didn't have to explain what your brain is going through. You're just like, today. Today is a struggle.

**Elaine Lou Cartas:** I can't do this. Yeah,

**Monica Schrock:** I can't do this today. And it's not thinking you're less than because you need a longer timeline than someone who can just do these tasks like boom. And I think for me also, I would be like, okay, cool. You don't know what they say the reward for good work or Doing work quickly is more work.

**Monica Schrock:** Yeah. So I think for me, I was just like, I don't want more work necessarily. If I have enough work, I don't want people to reward me with more shit to do. So I think for me, it's like, if I have an adequate amount of things to do, an adequate amount of clients, or if you're at work, like being like, Hey I'm a human being, having you expect me to do this many projects is it's impossible.

**Monica Schrock:** I can't meet these expectations. I don't want to feel bad about myself because I can't meet expectations that are unmeetable. So I think it's and it's hard because we live in this again, this system that we might be punished for that, so I think it's you do it. In the smaller ways or in spaces or with people that you feel comfortable.

**Monica Schrock:** I think when I got, I had a job that I just left and when I first got there, I was up front immediately with my immediate supervisor. I was like, look, these are the things that I struggle with. This is how it can affect my work. And, I will be transparent with you, but I want you to know that this is a serious things that I deal with on a daily basis.

**Monica Schrock:** And I think that definitely primed Like me to be able to tell her like this is I'm going to need more time for this and with Clients, it's so much easier for me to do with clients than it is to do in an office job because I can just be like, cool, I need this amount of time and then I'll update them.

**Monica Schrock:** Hey I've, I've gotten this far, but I just need a few more days. Like my brain was not in the space to, to do this analytical work, so give me a few more days. I also put in my email signature hey, what? What?

**Elaine Lou Cartas:** No, I love your email signature. Yeah. If you don't mind, I would love to share that.

**Elaine Lou Cartas:** Oh yeah. In the show notes. Yeah, we'll put it in the show notes, but go ahead. Absolutely. Continue. Share

**Monica Schrock:** Yeah, the synopsis is hey I'm a human before I'm a business, and you are too. I don't expect you to reply in any Rush timeline. It's basically like giving them a moment to breathe.

**Monica Schrock:** You don't need to reply to me all the way or like right away. And so many people have emailed back and been like, Oh my God, I love that. I just want everyone to put it in their signature. So we're all like acknowledging, but then also there's more than an acknowledgement that needs to happen, right?

**Monica Schrock:** Because there's a lot of companies that are like, we prioritize your mental health, but they don't. So I think, it's. Some of us are going to do the labor and I'm happy to do it to be like, yo this is not okay. Like you, you say you're prioritizing this, but you're not actually thinking about that when you're giving me projects or timelines or all of these things, and it's like this fake urgency that we all know exists because of capitalism, but like pushing back on that urgency.

**Monica Schrock:** Yeah. I hate the false urgency, man. And, I read in a book, and honestly, I started reading this book I don't remember what it was called, but I could probably find it. I think it was like, nobody's normal or something like that. And they were talking about why these disorders exist. And it was like, Oh, capitalism.

**Monica Schrock:** They just, they had to put people in categories because they're not good workers. So then these disorders came about. So then you're disordered because you're not

a good worker. Your productivity does not stay consistent. And I was like, Oh, that's all I need to know. I'm only bipolar because my productivity is impacted by it.

**Monica Schrock:** Yeah. I Yeah.

**Elaine Lou Cartas:** I need to find, I forgot the book, but I was reading a book and, technically you're still living in this industrial revolution era, right? Yeah. Where it was created in the 1920s by the Ford company, thank you, where humans are treated like machines in factories. Yeah. To do one task over and over, not just for eight hours, but for 12 hours.

**Elaine Lou Cartas:** And then when people from other countries visited this factory, there was like articles written about they're treating these humans like machines they're just doing day by day. Take it And then

**Monica Schrock:** computers came around. Yeah. And now we're expected to do not one task over and over again for the whole day and try to do as much as possible, which is terrible.

**Monica Schrock:** We're expected to do like tons of tasks at the same time and keep up with communications platforms and be available all the time and be able to be contacted all the time and be super fast to reply. And all these things where it's no way could this be like. helpful to anyone's mental health, but when you have something like ADHD or bipolar disorder, the shame that is internalized because you can't do those things and you put off a task or you can't reply a day because your low is too low, and then you're like playing catch up and it's this constant, like rollercoaster of feeling bad.

**Monica Schrock:** about what you can't do. And so instead of feeling good about like how your brain works, because there are positives. And I think that's something that I'd love to end this episode on is like, there's nothing wrong with how our brain works. I think it's we live again in this like societal expectations that we all should be able to put out the same amount of productivity.

**Monica Schrock:** But like I, it's a struggle, but I don't dislike how my brain is. I think it's a part of me and it's a great part of me. And I. Left a job recently because I want to make sure I try to support my brain as much as possible and I have the, the ability to do that because I've been freelancing for 15 years that I can explore what that means to me.

**Monica Schrock:** But I think there's ways that we're really creative. There are ways that we like show people like that certain things are possible that, that There are so many great things about having ADHD or bipolar disorder, and then once you can manage it, there's like a lot of, the beauty is in our differences, I think.

**Monica Schrock:** So I think it's it's a really good thing to also acknowledge that we're not worse at things just because we have, we experience these things. We just do it differently and, sometimes that's hard, but also it's like really beautiful. Did you

**Elaine Lou Cartas:** just have our listeners fall in love with you?

**Elaine Lou Cartas:** I don't know. This always happens. Let me complain about Monica. Monica comes in, does these monthly marketing and mental health sessions. Side note, Monica's not a mental health practitioner. No. Just bold space. Yeah. But it's I give my clients the same advice, and then I start getting messages from this, Oh my God, Monica said this, and Monica said to do this, and do that, and not to do this, and all those amazing things in my life is happening.

**Elaine Lou Cartas:** I'm like

**Monica Schrock:** when your partner tells you something. But then someone else does, and they're like, are you serious? I've been telling you that forever. That's a similar like vibe. But yes, I'm not a mental health professional. I do not diagnose people, but if people want to share what they're going through, all I do is share my experience and how I've tried to manage it.

**Monica Schrock:** And any like tools that have helped me. So I, I love doing that. Like I said, in the beginning of the episode, marketing's hard. It's a lot of energy, and it's something that has to be managed, and I think why I like doing those sessions with your clients is because I think the expectation is that you have to do everything, which is impossible.

**Monica Schrock:** So it's like being able to look at what's working and what you might want to explore without totally Shattering, your wellbeing or your mental health because you're already doing, you're already have a business or you're already like in a career that's taking up a lot of your time.

**Monica Schrock:** So I think for me, it's like a real honor to be able to help people do marketing in a way that more supports who they are in their mental health than tearing it down and making them feel so overwhelmed.

**Elaine Lou Cartas:** Yeah. So if you fell in love with Monica and you also want to work with me, there's Yeah, we actually have a container with my color dreams in your circle and you could schedule a call with me at elaineloo.

**Elaine Lou Cartas:** com forward slash

**Monica Schrock:** call C A L O. Do it. Working with Elaine's amazing. We're going to have a session after this. I work with Elaine too, and I get to be coached after this, so it's very exciting.

**Elaine Lou Cartas:** Anything you want to share on both sides of being a client one and two, why you love holding space for others when it comes to marketing and mental

**Monica Schrock:** health.

**Monica Schrock:** Yeah, no, I think I used to think that wasn't my thing. I'm like, I'm a, I'm an implementer. I'm a worker. That's what I do. And then, a couple jobs ago, they encouraged me to be, I'll apply for a manager position. I was like, I'm not, that's not me. And I did and I was like managing or had four people directly reporting to me and like my job was basically to hold space, right?

**Monica Schrock:** I would chip in when things needed to be done, but really being a manager is a very human thing. If you are actually able to be a manager and you don't have a whole job and you're like managing people on the side, which is wild. But I think also I, before that I did took a trauma informed space holding certification and that.

**Monica Schrock:** Helps so much where, you can think about how you're impacting people and not give unsolicited advice, people are listening to this podcast because they knew I was going to give advice but being able to hold that space and I think I love doing that with your clients because I get to do two of my favorite things, hold that space and, try to make people feel like seen and heard as much as I can and give marketing advice, which is awesome.

**Monica Schrock:** One of my favorite things to do and then working with you as a client, I think like I've said this before, you've always respected who I am, even when I was like, you knew me when I was like going through all of that stuff before I was even diagnosed. And I think it was always like, if I was like, I don't feel comfortable doing that.

**Monica Schrock:** You're like, okay, let's pivot to another thing that you do feel comfortable. It wasn't like if you don't do this thing, like you're not going to be successful in your business. Like that kind of thing that some business coaches can do. It's just always been like, you respect who I am and what I feel comfortable doing.

**Monica Schrock:** But you also challenged me a little bit. In a really supportive way. So I think and then of course, great strategies. You know what you're talking about. But that's like to me. To me, strategy, like we were saying at the beginning of this, like we all know what the strategies are, right? So being supported by a coach is, there's other elements to that.

**Monica Schrock:** I think a lot of it is the human element and the okay, accountability and the someone like really seeing you and paying attention to your needs and how you can show up in your business or career.

**Elaine Lou Cartas:** Yeah. Remember we're humans first, not machines. Yeah. And you have agency and choice. Yeah. And I also took a trauma informed certification and whether you have ADHD or not when you're on Zoom calls with colleagues or with your boss or even your clients, just remember you don't need to have your camera on.

**Elaine Lou Cartas:** So even one of the things I've implemented in my business and we have it in our reminder emails, don't feel forced or pressured to have your camera on if you don't feel like it. And no pressure to join the office hours calls too if you don't want

**Monica Schrock:** to. And if you work at a place where you do have to have your camera on, I'm so sorry because that's so frustrating.

**Monica Schrock:** Like a job or something. I've definitely been in situations like that where I'm just like, okay, so I can just be feeling like garbage and I still have to like, Have my face here with everyone. That's basically when

**Elaine Lou Cartas:** I'm, I haven't worked for a job since pre COVID, but I remember when I would be on my period, I'm like,

**Monica Schrock:** I

**Elaine Lou Cartas:** probably look like a bitch right now.

**Monica Schrock:** You're like, how's it look? How am I looking right now? Yeah. What's my look on this call right now? Not being able to hide stuff.

**Elaine Lou Cartas:** But if you want to work with both of us, go to schedule a call with me because I'm going to honor Monica's boundaries

**Monica Schrock:** because she doesn't like talking a lot. I do. Yeah. I just switched on my website that just to contact me via form because I'm like, I don't want people just randomly booking calls, but that's like me, right?

**Monica Schrock:** As just I'm like, I want to see what people are interested in and then we can jump on a call. If it makes sense for both of us, yeah. So go

**Elaine Lou Cartas:** to elainelou. com forward slash call. Let's end the episode. Let's try to do it 30 minutes.

**Monica Schrock:** We're close. What do we do, 40?

**Elaine Lou Cartas:** Yeah, that's fine. That's fine.

**Elaine Lou Cartas:** I would love for you to share two action items. One for those who have ADHD. Yeah. And maybe action, it doesn't have to be like an action item to do. Maybe it's a reflective question. Just a last piece of, yeah. And then for those that do not. Advice for them. Yeah. If they have family members or are working with people that have ADHD or are on neurodivergency.

**Monica Schrock:** It doesn't have to be. No, that's totally. So if you have ADHD, I think try, just try to. Not feel bad about not getting things done if you're going to like for me It's if I know I can't get some things done I'm gonna go do something fun or I'm gonna go watch



something I want to watch or I'm gonna read some comics or I'm gonna go outside and I'm gonna be like cool I know this is gonna help me.

**Monica Schrock:** So I'm not gonna feel bad about not doing this thing I'm gonna go enjoy myself and come back and have hopefully have some energy to do it So I think it's like removing yourself from the thing that you're just agonizing over Going and getting like some energy anything that gives you energy and coming back to it and not be like a lot of times We'll be like I need to rest and we'll spend that whole time rest being anxious and feeling bad about ourselves and guilty so I think that's Easier said than done, but I think it's a big thing for me for sure.

**Monica Schrock:** And if you work with folks with ADHD, I think You know, it's just being a little like aware and not being like judgmental. I think being curious over judgmental, I think is the biggest thing. If you notice that people, it's harder for people to do certain tasks, you could be like, Hey, how can I support you?

**Monica Schrock:** It seems like that this might be a challenge. That

**Elaine Lou Cartas:** question actually. Okay. Sorry. Can you repeat? I think it's important. Can you repeat that script? I also understand I cut you

**Monica Schrock:** off, so I apologize. Oh no, it's okay. I think it's, being like, Hey, I've is this project a challenge for you?

**Monica Schrock:** Like, how can I support you? What makes, what makes the most sense for you? And I think just asking questions and not being like, why can't you do this? But just being like, Hey, I've noticed this has been a little challenging. It's been on your to do list for a while. Is there something about it that is hold me, that's making you stuck?

**Monica Schrock:** I think it really is. It just, I love that. Yeah.

**Elaine Lou Cartas:** I love that because come on, how many of us have grown up in a household where someone's not doing it the way you want us to do it? Like, why can't you do it? Why can't you do it? What's going on here? Yeah. And it

**Monica Schrock:** makes you feel stupid.

**Elaine Lou Cartas:** Yeah. As opposed to, hey, I see you're struggling with this.

**Elaine Lou Cartas:** Is there anything I could support you in? Yeah. Or do you need more time

**Monica Schrock:** with this? Yeah. Is more time all you need? Is there something else you don't have or you feel like you're missing or is this just something now after this time that you feel like you're just not interested in doing? Good.

**Monica Schrock:** Yeah. Yeah. And I think it's important too with people who don't have ADHD to realize that doesn't mean everything needs to fall on them. You don't need to just take everything off of someone's plate. I think it's just about being understanding and being like, cool, what's a timeline that makes most sense to you?

**Monica Schrock:** And just and then the ADHD person taking that timeline seriously, because.

**Elaine Lou Cartas:** That question, what's the timeline that works for you? Yeah. The reason why I like that is because, like I said, I have clients who have ADHD. I'm going to start asking that. As opposed

**Monica Schrock:** to deadline. Have them choose the timeline.

**Monica Schrock:** Have them choose the deadline. If you're like, this is the latest deadline. Is this okay with you or do you think you could get it done sooner? I feel like I would usually choose the latest one because I know myself. But

**Elaine Lou Cartas:** there's agency and choice in that. Do you know what I mean? Definitely.

**Elaine Lou Cartas:** You're not putting that person in a box.

**Monica Schrock:** Definitely. And I've done that with a current new client where I was like, okay, I'm going to really be mindful about the timelines that I... Tell them I can do things on, and I just like really stretched it out. I'm like, that's just where I'm at. I'm also burnt out from leaving a job.

**Monica Schrock:** So I know I need more time in general right now, because I'm going to be like, Oh, I'm out of this job. I'm good. I'm actually like back to 100%. No, which is also, a mistake by me. And I'm like, right now being like, cool, you're still burnt out, so let's make sure that you're not adding a bunch of stuff to your plate, including socializing.

**Monica Schrock:** Oh, socializing

**Elaine Lou Cartas:** should be our next

**Monica Schrock:** episode. Yeah, that's going to be our next one. So if

**Elaine Lou Cartas:** you loved this segment for, with marketing and mental health with Monica, actually send Monica a message on Instagram because she, because they're active. What's your Instagram?

**Monica Schrock:** My Instagram is money, like M O N E Y, schrock, S C H R O C K.

**Monica Schrock:** Yeah, so

**Elaine Lou Cartas:** message Monica, I'll add their Instagram account into the show notes or message me

**Monica Schrock:** on Instagram too. I'd love to hear from you, for sure. I love talking about this stuff and just sharing my experience, like I said so if for real, if you feel inclined to chat about it, please message me on Instagram.

**Monica Schrock:** Thank you.

**Elaine Lou Cartas:** Yeah. Hope he loves Monica. But don't forget, I am the host, hi. Monica's just I

**Monica Schrock:** love you. I love you.

**Elaine Lou Cartas:** And monthly maybe, but if you really love it, send receipts to Monica on Instagram so we could continue doing it. Thank you so much, Monica.

**Monica Schrock:** Yeah. Thanks for having me.