

Color Your Dreams EP60

Elaine Lou Cartas: For a lot of business owners, including myself, Q four is the best quarter in sales. For example, one of my clients expects to make 550 K. That's half a million in Q four alone. That does not include the rest of the year, and for career leaders, it's crazy. End of the year, because you're working on finishing.

Elaine Lou Cartas: All of your annual goals by the end of the year, for example, I have one of my clients who's focused on hitting her sales goals and on top of how busy it is professionally for Q4, it is also the holiday season. So that is seeing family and friends. And how do you squeeze it all in? Making sure you have time for yourself.

Elaine Lou Cartas: So my intention and goal for this episode isn't just for you to have the most productive, efficient, and profitable quarter. It's actually for you to have a sustainable quarter as well. Not just so you have more time to see your friends, family, and loved ones, but also so you have me time. I joke around with my mom whenever I go visit her.

Elaine Lou Cartas: And she was like, Elaine, like she, Filipino immigrant love her, but she's always wanting to talk to me. But there's times when I just want to be by myself in my old bedroom. She's Elaine, how come you're not talking a lot? I'm like, mom, I need me time. And she's Elaine, don't you get plenty of me time because you don't live with me anymore.

Elaine Lou Cartas: Yes, mom, but I also need me time daily. I've broken up this office this episode in two parts. First it's three things you can do personally. So you have a sustainable quarter and then the second part are three goals you can do professionally. So the first tip, it's my favorite block off your calendar for personal time.

Elaine Lou Cartas: Right now, and when you block it off, it's not just putting vacation or day off. I actually want you to block it off, like starting maybe 6 a. m. all the way to 10 p. m. and put do not schedule in big caps. Do not schedule is a love sentence for yourself. It's actually a memo to remind you to not schedule anything.

Elaine Lou Cartas: So to just have time for yourself, mind you here's occasions where you can cheat and putting air quotes cheat to schedule things. For example, maybe it's getting a massage by yourself, getting a man of your petty. Maybe it's. Scheduling some time to go to the park, whether it is by yourself, or maybe it's actually a friend.

Elaine Lou Cartas: You do want to see because you haven't seen them in a while. For example, I took the Monday off and saw my best friends who I haven't seen in forever. She moved out 3 years ago. She lives in Austria now, because she's just saving the world. She does a lot of peace negotiation work. Love her Miriam shout out to you.

Elaine Lou Cartas: Anyways. Put do not schedule whenever you're blocking things out. And so I know the holidays come up and you celebrate certain days. For example, if you are in the States, you celebrate Thanksgiving for me, I have that day off in the day after off. If you

celebrate Christmas, Kwanzaa the Jewish holidays or whatever it is for you, take those times off and put do not schedule as well.

Elaine Lou Cartas: And also if you have any personal birthdays, like for me. The most important national holiday, December 1st, that's when Elaine Lucartas, me, was born. So I have that day off and also I have family members coming in from the UK. So first tip on your calendar. Also, I have a confession. When I was writing, doing bullet points for this episode, I was actually doing my tips.

Elaine Lou Cartas: So I was like, oh yeah, I didn't block off my calendar for the holidays or I didn't block it off for my birthday yet. So I'll. I just want to let you know, your girl is actually doing tips from her podcast episode while she's creating bullet points for you. Okay. Second tip. I know I put tips in terms of putting, do not schedule within your calendar, but don't forget your day to day, put time for self care in your days.

Elaine Lou Cartas: I just had a coaching call. With a client and we're going over her Q4 goals because whenever each there's a new quarter, I always go over quarterly goals with my clients. And 1 of her Q4 goals was doing journaling and reflection. Reflection every day, and she was vulnerable and admitted to me that she wasn't doing it every day.

Elaine Lou Cartas: And she notices that her mood drops. So it's okay, so let's put time for it. Can we schedule this in? And she's yeah. And so we figured out a time it's from six to six 30. She wakes up that early. I don't, I'm still sleeping at that time. And I also understand for some people, time blocking doesn't work.

Elaine Lou Cartas: So if you don't want to. Schedule that in, then make it an intention or goal that you're going to do it. Once per day, if that is the self. Care time you want to do for yourself for me. Oh my gosh. I have been traveling so much in the month of October I am very grateful LinkedIn invited me to two top community events one in Chicago one in San Francisco So I'll be honest that messed up with my self care in terms of working out and I felt my body Not be as energetic.

Elaine Lou Cartas: So when I came back, which was this past week or sorry Past last week, I actually went back to doing Muay Thai, which is Thai kickboxing. And I did it four times last week. Oh, let me just tell you, I feel so good. I've been doing Muay Thai kickboxing since I was 16 on and off. So about 19 years and to be vulnerable, I got into Muay Thai because I was being bullied when I was a teenager.

Elaine Lou Cartas: Now I never beat up my bully, but this was my way. To deal with it and for anyone that does martial arts, I just don't get any other high besides my tie. And I will be also honest. I. I had this New Year's annual goal for me to do Muay Thai again, and mind you, it is 10 months into the year as I'm recording this, and I haven't gone.

Elaine Lou Cartas: So I'm 10 months late to my own goal, but I went back and I just feel so good. So my question to you is, what makes you feel good? Every single day that you could

do for yourself. Maybe you have a pet. Maybe it's making sure instead of your partner, walking the dog, you are walking the dog because you need that time to yourself and to not bring your phone.

Elaine Lou Cartas: So you're fully present for yourself and for your dog and for nature and everything that's around for yourself. Okay, third step, personally, especially with Q4 being here and the holidays being here, this is specifically to women, and it could also relate to men and non binaries. Remember, you don't have to do every single family and holiday.

Elaine Lou Cartas: Obligation, and I say this because I know for as women, we are taught that we should be there for every single family commitment and it could burn us out where we're not even there for ourselves. Elaine, that's not possible. What can I do? I'm like, you could just simply tell your family member.

Elaine Lou Cartas: I won't be able to make it. I already have other plans. If they ask what other plans I already have plans committed, you don't even have to share with them that. You don't want to do anything that Saturday or that weekday that they have something planned and you simply just want to be home with no technology.

Elaine Lou Cartas: Maybe watching Netflix, whatever's on at that time or something on Disney plus or reading a book, you do not have to give in excuses. So don't feel obligated. You have to go to every holiday party. Like I, for example, want to give a shout out to my own partner. There's some big, amazing things. I can't wait to announce it later on, but we've been so busy this past summer where even when there's family obligations I can't make it.

Elaine Lou Cartas: Then I'll go to whatever family obligation, or it's also allowed me to give myself permission when there is a family. Thing like, I won't be able to make it. I already have plans, even if that means I am just resting for the day. All right, let's get to the 2nd part of the podcast episode. It's a quick episode, but that's why I don't want you to be burned out during this quarter.

Elaine Lou Cartas: So professionally, so goal number 1 under professionally, or just goal number 4 for this podcast episode, I want you to identify a maximum of 3. Goals, and I'm saying three because our human brain remembers things in three. So I'll give you an example, red, yellow, green, ready, set, go for phone numbers.

Elaine Lou Cartas: They tend to be grouped in threes. We remember things in 3, and we're not meant to do everything like, if you look at Olympic athletes, you don't see them be a gymnast, a swimmer and playing basketball all at the same time. Or let's look at Michael Jordan. Highly recommend watching the last dance. So he went off to baseball, if you remember, and then there are strikes that was happening in the league that he was in.

Elaine Lou Cartas: So eventually he went to back to basketball, but that season, because his body was changed as a baseball player, he did not win the championship that year. So

identify a maximum of three goals. Maybe you have revenue goals, number of clients, you need to implement a new system, put that as a goal or, and here's a trick.

Elaine Lou Cartas: That people find it really difficult when I tell them specifically my clients is one of them has to be a personal goal. And I actually go more in depth about goal setting in episode five, which is time and energy management to get your life back. So check that out after this episode, if you really are curious about this one.

Elaine Lou Cartas: So for me, I, as a business owner, I have a certain financial goal by the end of the quarter. Second is finishing up my certification of majority with International Coaching Federation. And then my personal goal, like I was sharing with you, it took me 10 months later to finally hit one of my nearest resolutions, which is doing Muay Thai, but working out or moving three to five times a week.

Elaine Lou Cartas: So I want you, if you're just like, okay, Elaine, I want to figure out my three goals. Hey, I am not going to be offended. Hit pause on the episode right now and journal and make this fun. Play some music in the background. So I have a playlist. You've probably heard of this playlist before. If you've been listening to my podcast episode, it's called Mr.

Elaine Lou Cartas: Bear's budget bangers on Spotify and it's all like the 1990s hip hop and rap. So I tend to listen to this music while I'm going through my budget or reflecting. It just gets me into the mood. As if I was clubbing, but I'm not instead I'm doing work, whatever is going to work for you.

Elaine Lou Cartas: It's like soul cycle, like soul cycle is essentially clubbing, but working out or Peloton. Okay. I digress. Let's reel me back in. So the fifth goal or the second goal professionally is check in weekly on these goals, keep track of them. And I want you to ask this reflective question.

Elaine Lou Cartas: What is working well with this goal for you to get this goal and what is not. So for example, maybe you realize, you know what, I have a goal to create content and I just do not feel inspired on a Friday because I'm sober in town on a Friday. I need to do it on a Monday. That's great. Adjust and change just because you have an intention to do something doesn't mean you have to commit to the whole thing.

Elaine Lou Cartas: See what you could adjust so that the goal does get hit. And if you are figuring out how to track your goals, I'm not going to be here until you, you need to track it this way. Exactly how I do it. Every human is different. What I will tell you what I do is it's really simple. I have a notes app. It's a private notes app.

Elaine Lou Cartas: So I have to put like a security code in it, but I have a notes app. I call it the meal, the generational wealth millionaire goal. So it's a notes app. It has like my goals for the year. I put 3, 1 for the quarter. And then for each goal, I have a check mark of. What things I need to be doing for the week and then I reflect on it.

Elaine Lou Cartas: So I have that on top of that this past quarter has been crazy. So what I have used before and I'm using right now is something called the Panda Planner. What I want you to hear is that this is what works for me. So I'm not saying you have to copy and paste it. Do what works for you. Try it out. And the sixth tip, the final tip for this episode is be honest with yourself.

Elaine Lou Cartas: Do you need further help support? Or accountability, so if you work full time at a job, and you realize this actually happened with one of my clients, she is doing a job of 3 people. And so what she has done is talking to 1 of the senior leaders advocating. This is unsustainable. I'm working 12 hour days.

Elaine Lou Cartas: We need to hire someone. They are in the process of looking for someone so that she could hit her goals for the quarter. And she's also mindful, letting her boss and supervisors. No, I'm not gonna be able to hit this goal because I am doing 3 jobs at once. If I'm not gonna be able to hit this goal, this has to be for key one for next year.

Elaine Lou Cartas: And for me to hit the school, I will need some support. And if you're a business owner, maybe you realize need to hire someone. So I'm so proud of 1 of my clients who identified that she's finally going to hire and admin assistance. Just to help with all the paperwork, client intake, so that she could focus on the sales and getting more clients.

Elaine Lou Cartas: Or maybe you need to hire a coach or an expert. For example, for me personally, my business is growing and I'm so happy. And. I want to be better at my numbers, specifically my cashflow management, because not only do I have professional financial goals, but I also have personal financial goals. I already have a great financial team.

Elaine Lou Cartas: A shout out to Evolved Finance. They are my tax accountant, as well as my bookkeeper, and they work with coaches and consultants. A little tip if you're looking for a tax accountant or a bookkeeper, make sure you hire someone that Understands your industry, so I would not recommend of all finance to other industries unless you do coaching and consulting work.

Elaine Lou Cartas: And I also have a great financial advisor shout to urban wealth management. They are a black owned a woman of color owned business in L. A. And thank you, Karen Clark, my friend for introducing me. So I already have a great financial team, but I want to understand more for cashflow management. So I decided to invest in myself personally and professionally working.

Elaine Lou Cartas: Working with Amber Duggar with her profit for joy course and working with her coaches. So that's what I'm doing. Cause like I said earlier, one of my goals is to hit something financially of a financial goal. And If you need help, you need a career coach or a business coach for you to not only hit your goals in your professional career, but also to have a sustainable life.

Elaine Lou Cartas: Call me. You could schedule a complimentary 30 minute call to see if it's a good fit to work together and get three action items by going to elainelou.com forward slash call. That's E L A I N e l o u dot com forward slash. So we went through everything. Let me quickly go through my notes. So first block off your calendar for personal time now by putting in your calendar.

Elaine Lou Cartas: Do not schedule that as a beautiful love sentence for yourself to put time for self care in your days. For me, that's movement and working out and be for you. It's walking your dog. It's journaling and reflecting third. Specifically to women, it could also relate to men and non binaries. Remember, you don't have to do every single family and holiday obligation for this quarter.

Elaine Lou Cartas: Four, identify a maximum of three goals. And the trick that you don't like, one of them has to be personal, because when a client becomes a client of mine, Your life is not going to revolve in your career. I am here for helping my clients creating a sustainable life where you're creating memories. Fifth goal, fifth tip is check in weekly on those goals for yourself.

Elaine Lou Cartas: So whether you want to create, open up a notes on your iPhone, like what I do or get a planner, whatever is going to work for you. And then six, be honest. Do you need further help and support? So if you need a business and career coach, you could go ahead and schedule a call at elaineloo.com forward slash call.

Elaine Lou Cartas: So what is one takeaway and question that I want you to have from this podcast episode? I actually, I know I didn't put it as a tip. Maybe this was like a bonus tip. Number seven. I want you to ask yourself the hard question and journal. What isn't working well in my life? And what I mean by that question is not just professionally, but also personally, what isn't working well?

Elaine Lou Cartas: Maybe you realize you're not sleeping as much. Maybe you're realizing you're doing the most. What is it? And when you identify and you're honest with yourself, then that will actually help you get more clarity of what goals you want. So remember, we, you don't need to hustle. Let's prevent the burnout. This is your life to lead.

Elaine Lou Cartas: And you get to define that.