

Color Your Dreams Podcast - EP69

Elaine Lou Cartas: So happy new year! We just had the holidays where we're marketed all the things we apparently need. In life, getting more food, more jewelry for ourselves, more toys for our kids, and more things in our house, even though we have no space. But I want you to think about your happiest memories in your life.

Elaine Lou Cartas: When I think about my happiest memories when I was a kid, it was playing sports in the living room in our small two bedroom home in L. A. in a family of six. When I think about my recent happiest memories with my boyfriend, partner, it's hiking in nature. I remember when I was in Mammoth last year, hiking up the mountains with my boyfriend.

Elaine Lou Cartas: We're looking down towards the lakes. And I just told myself the irony, like we worked so hard in this country just so we could have a few days. To go on vacation in nature, when in reality, this is what our ancestors got to be surrounded in all the time. Now, don't get me wrong. I mean, we do need money to pay for bills, live in a home.

Elaine Lou Cartas: Doesn't matter if it's renting or owning. And more importantly, surviving. Eating. Having clothes. In college. I actually decided to do five years instead of four years in college, not because I failed my classes, but because I realized I was doing college wrong. I wasn't doing it like the movies. What I did was I was so focused on my grades, on doing all the extracurricular.

Elaine Lou Cartas: I was doing research. I started my own club. I, I had like a nonstop schedule and I didn't make time to actually. Want to socialize with others. I was going after more. And so when it was my fourth year in college, I could have graduated, but I realized I want to stay a fifth year and do the fun stuff. So I stayed a fifth year, went to DC for a quarter because I went to UC Irvine.

Elaine Lou Cartas: It's a quarter system instead of a semester system. I did a college internship. At Center for American Progress in DC, I studied abroad to Cambridge, five weeks of my life. It was so much fun. I studied, um, history, art, wait, history of Western art. And then I just really enjoyed college when it should be in my youth, in my early 20s, in my fifth year in college.

Elaine Lou Cartas: And maybe you were similar to me. When you went to school, whether it was elementary school, middle school, high school or college, like you were just doing the most. And even though, yes, I did learn my lesson of to not do the most and do a fifth year to actually enjoy an experience. I still didn't learn my lesson.

Elaine Lou Cartas: I mean, I'm a human. Unfortunately, I. I found myself wanting to do more after college. And maybe this has happened to you, where you catch yourself in this perpetual cycle of doing more because we live in this society and this culture of doing more. So, when I started my career, I graduated college around the recession.

Elaine Lou Cartas: And I was working in political campaigns. Thank God I don't do political campaigns anymore. And I was a director at 22. I was managing five people already at that age. I was able to make six figures fast and I put my career as priority where I was choosing to miss family gatherings and parties. I actually remember this exact moment when I was at a family party.

Elaine Lou Cartas: I was on my laptop while my family was watching a movie and my youngest brother, my baby brother, he's not a baby. He's in his thirties, but he's like, Elaine. Are you just gonna work all the time? And I just broke down and cried. I actually ran out from the house barefoot because my brother called me out.

Elaine Lou Cartas: He needed to call me out. Actually, he called me in. And thank God for therapy, healing that maybe you've also had a situation where you've had a loved one call you in to have that conversation. Hey, you are not being present. It could be the simplest things. Like why are you on your phone depending on this content all the time.

Elaine Lou Cartas: And unfortunately, sure. I was being mindful the second time, the second lesson, but I didn't learn my second time around. And then I caught the problem more. Even in the past few years of my business, I'm in year six, about to go into year seven this year. And I remember sharing during office hours with my clients a few years ago that I wanted to be the number one woman of color business and career coach.

Elaine Lou Cartas: So I was working long hours, always on my phone and my laptop. And. My boyfriend always asks me, who are you texting? Why are you not being present right now? I wasn't being conscious, but I was doing more. And even in that mindset of like, this would be just really great content to show. Like, hey, look, I'm walking, I'm taking a break and rest.

Elaine Lou Cartas: But like, was I really present? Was I really present for myself to have that walk break? And I did Facebook and Instagram lives every day. I was doing free monthly events. And then because my business was growing so much, I started doing bi weekly events. I was launching every quarter. And the more, this time around, the third time around, finally caught up where I burned myself down.

Elaine Lou Cartas: And so last year, I did a huge pause, went back to therapy for more healing. And here's what I learned. Um, and in my therapy last year, the big loss, and it was healing a lot of my inner child, it was this question. What do I, Elaine Lucartas, want? So for you, yeah, you listening to this episode right now, what do you want?

Elaine Lou Cartas: And let's simplify this. And maybe this will help you if you hear about what I want, especially as we're in this new year. For me, for me, here's what I realized in my life. My life comes before my business, even though, yes, I know I need my business or career if you're working full time to obviously pay for things, but this is what I want to prioritize, not just for this year, but just ongoing.

Elaine Lou Cartas: Mindful it may change and shift, but one to be more present with my partner and loved ones where I'm not just thinking about what pictures or content I could take on my phone or constantly checking my text messages or emails. Second, to honor and nourish what my body needs. That might mean Muay Thai, which is Thai kickboxing one day, weightlifting another day, yoga another day, or maybe not having to do those movements and just taking a nap.

Elaine Lou Cartas: I actually did that two days ago. I had this intention to want to go do a Muay Thai class, but my body was so tired. I was talking to my own coach. I'm like, I I don't think I'm going to go do Muay Thai, even though I have this intention to, and all that Tan Rhoi body because I want to get ready to have a baby in the future, but more importantly, my energy is really important.

Elaine Lou Cartas: And then third is to increase my generational wealth for security, savings and safety. So I wanted to give you a list of things that I want in my life. So I actually want you to pause. Right now and think about what you want what's important for you and feel free to pause this episode Just you know, as soon as you're done come back, but like go to a cafe go in your go to your office go somewhere that's new or if you can't do that just be where you need to and Journal what you want and when I realized the life I wanted And then I had to think about obviously, because things we need to pay for things, whether you work full time or have a business for me, I have a business.

Elaine Lou Cartas: I realized what I wanted in my life. I got more specific, like traveling at least once a quarter, for example, saving X amount for my retirement funds. And I realized all I want to do for my business for me and my team is to serve 24 clients. Because I know it will provide the most incredible client experience and the results my clients deserve and I want something sustainable.

Elaine Lou Cartas: I've realized what I wanted to create in my business, and I want to make sure that I have that high touch, high quality relationship with my clients where they're getting the results. So how did I figure out this number 24? And how many clients or customers do you need if you're a business owner? And if you have a full time career, how can you figure out how much you need to make?

Elaine Lou Cartas: Maybe you need to renegotiate your salary, or maybe you need to leave your job for another. And I'll give you a super simple answer on how I figured out 24 clients is the max amount of clients that I want to serve at a given time. It's a simple answer, but it's a hard thing to do. It's actually understanding your numbers and data, writing down all of your expenses, your monthly expenses, like from your personal side.

Elaine Lou Cartas: So that might be Netflix, groceries, including your month expenses if you have a nanny for your kids, but also not just your monthly expenses, but don't forget those long term goals you have, like maxing on your 401k, how much are you saving per month or Roth IRA, whatever funds you use. Maybe saving money for two trips you plan to have with yourself or with your family per year.

Elaine Lou Cartas: Maybe enough money to buy a car to do a down payment and then do monthly. So putting that, and also don't forget, so often people forget, Hey, don't forget you're going to be spending X amount during the holidays for gifts. Or maybe you have two weddings you're planning out to go to for friends. If you're a business owner, writing down your expenses and what you actually need to help you hit the revenue you need for your life.

Elaine Lou Cartas: For example, I deleted some services I paid for and I reduced costs from things I realized I was paying too much for. So when you're putting all the things you're spending in your business, I want you to ask yourself, who Questions going through each business expense line. One, is this helping my clients and customers get the results they deserve?

Elaine Lou Cartas: And two, is this helping me get the right amount of qualified clients and customers? And that's what I mean, qualified clients and customers. Honestly, when you have a better understanding of your numbers, it becomes easier to understand how much clients and customers you have. When you have a better understanding of your numbers, it becomes easier to understand how much you need to make in your own salary.

Elaine Lou Cartas: If you have a full time job. Now, if you are having anxiety, thinking about numbers and money, listen to episode 66. After this episode, you're listening to episode 66 with my client. We're talking about the four steps to reduce financial anxiety with Claudia Rucker. And when you finally understand this, what You want from your life, what I've learned in my own business and life, maybe it's because I'm in my thirties and something that I hope you realize you learn is that you are enough.

Elaine Lou Cartas: You do not have to do the most. You could do less. You don't need to prove yourself to others, to society. You just need to know what is enough for you. And what I think about what's enough. I think about four things. One, I think about how enough was hiking Mount Kilimanjaro last year with my partner and being five days in nature, not sharing at all.

Elaine Lou Cartas: I mean, I did miss a shower, but just being at peace and being present. And then number two.

Elaine Lou Cartas: I think about how enough was my client who had their third kid and still killing it in their business while ensuring that they were a present parent. Third, I think about how enough was realizing I was doing the most monthly events to realizing I could do less and know that I am truly serving my clients by doing two retreats a year.

Elaine Lou Cartas: Fourth, I think about what is enough is chasing my nephews, nieces, and goddaughters and hearing their laughter. So here's what I want to remind you. You are enough. And if you want more, ask yourself this question. Is that because you're being advertised to like those infomercials? If you buy this now, you will get all these million different bonuses.

Elaine Lou Cartas: And if you want more, is it because that's what society and peers want from you? And mind you, there are things I want, right? Like, I could probably do less vacations, but I really do want it for my soul where I go on trips quarterly. Sure, I'm gonna be speaking at conferences. I could probably save money by sharing a room and having a roommate, but I want my own room to myself because that's what I want, and that's okay.

Elaine Lou Cartas: If you haven't watched or, I'm sorry, listened to Red, Ramit Sethi's I Want a Rich Life, then be sure to check that book out, but you get to define what your life is and what's important to you and spend more money and time on that. Everything else you don't have to. So here's your reflective question and action item.

Elaine Lou Cartas: What is enough for you this new year? Enough for you. What will bring you joy and happiness? Don't mean to be sad, but when you get to your deathbed, what memories do you want to remember and feel? And a little teaser.

Elaine Lou Cartas: What is enough? Is actually realizing that this is my last Color Your Dreams podcast episode. Wait, you're like, what? This is the last episode? Well, it's the last episode in this name. I realized I was overcomplicating things and I need to rebrand. And simplify this podcast to what is working for my business clients.

Elaine Lou Cartas: And more importantly, this podcast community, I realized I made a huge mistake in how I named this podcast. So this will be my last color dreams podcast episode, but don't worry next week on January 11th. We are relaunching with a new name and for new podcast episodes, and I'll

be sharing my big podcast mistake so you could learn from it when it comes to doing less and keeping it simple.

Elaine Lou Cartas: So your girl is getting a facelift and getting work done. I'm just kidding. I'm just renaming it and rebranding it. So I'll listen to, well, you'll listen to me next Thursday with a new name.