

## WOCAndAllies\_EP83

**Elaine Lou Cartas:** Legacy leaders welcome to my childhood bedroom that I'm recording from right now.

**Monica Schrock:** Ah, I'm so happy to be here. Yeah,

**Elaine Lou Cartas:** which basically means like, it's not really my bedroom. It's basically storage room because Filipino immigrants, that's what it is. Or a workout room, right? No, this is not for you.

**Monica Schrock:** I feel like that happens a lot too.

**Monica Schrock:** It's Oh, you're my old bedroom is now my parents workout room. I feel like that's pretty common as well.

**Elaine Lou Cartas:** My parents have attachment issues and they're like, one day might, maybe you're going to live with us. So that's why there's still a bed. And that's why there's no guests that come and sleep in your room.

**Elaine Lou Cartas:** They go sleep in the other rooms. Oh my God, don't give me that.

**Monica Schrock:** Anyway, sorry,

**Elaine Lou Cartas:** Monica. I'm doing,

**Monica Schrock:** I'm doing pretty well. There's some sunshine in the Pacific Northwest, so we welcome it. It's, it makes us feel like new humans,

**Elaine Lou Cartas:** Yes. there is that

**Monica Schrock:** LA sunshine.

**Elaine Lou Cartas:** Yeah. we have PNW weather.

**Elaine Lou Cartas:** You got

**Monica Schrock:** some gloom right now.

**Elaine Lou Cartas:** Yeah. We got some gloom. So I got my boba and the sunshine. Thank you so much. My black tea boba. Thank you. I was like, so on brand coffee, tea or boba.

**Monica Schrock:** Yes. Real talk.

**Elaine Lou Cartas:** Yeah. But this is talking with a

**Monica Schrock:** beverage.

**Elaine Lou Cartas:** I have water.

**Monica Schrock:** I have one or two. Gotta hydrate.

**Elaine Lou Cartas:** Yeah. Are you into the Stanley Cup thing?

**Monica Schrock:** No. No,

**Elaine Lou Cartas:** Yeah. I like the ones with the little like, Twisties?

**Monica Schrock:** Twisty nozzle.

**Elaine Lou Cartas:** Oh. I love the thing that points out.

**Monica Schrock:** Oh, like the straw, but not like the real straw, like the other straw. Yeah.

**Elaine Lou Cartas:** Yeah. I

**Monica Schrock:** feel that.

**Elaine Lou Cartas:** We are not sponsored by Hydroflask, but if Hydroflask is listening and you would like to sponsor this podcast, please, I

**Monica Schrock:** like this temper craft.

**Monica Schrock:** That's the one I've always liked. and a lot of places use them. They're like branded water bottles. So

**Elaine Lou Cartas:** tell my podcast editor to delete that. Cause I'm trying to get a Hydroflask sponsorship and you're killing this. Sorry, I didn't

**Monica Schrock:** know. I amend that comment. Hydroflask.

**Elaine Lou Cartas:** welcome to Real Talk. I have been having like, And I, you too, Monica, you're sharing like, Hey, it's rough out there right now.

**Elaine Lou Cartas:** It is rough out there right now. We see you.

**Monica Schrock:** We

**Elaine Lou Cartas:** see you. We hear you. We're with

**Monica Schrock:** you.

**Elaine Lou Cartas:** The economy, elections. Yeah.

**Monica Schrock:** That's why I'm really excited about the conversation we're having today because things, in an ideal world, which this one is rarely ideal. Yeah, I was like, when has it, I think

**Elaine Lou Cartas:** the nineties, actually the nineties were ideal.

**Elaine Lou Cartas:** We were kids.

**Monica Schrock:** when you're kids and don't have responsibilities, and you don't know how not ideal the world is.

**Elaine Lou Cartas:** you know what's funny? I was having a conversation with Andres, my SEO guy, like he now has a newborn daughter and he was like, when we were kids, we really wanted to be adults.

**Elaine Lou Cartas:** And now that we're adults, like, why the hell are we not kids again? It's just,

**Monica Schrock:** I was telling my friend the other day, I had the opposite feeling when I was a kid. I was so scared to grow up. I was so scared. I don't know why. I guess I knew. You're smart. Very intuitive child. I was like, I don't know. I don't like this.

**Monica Schrock:** This is going to be bad. I think I saw my parents having a hard time. And I was like, I don't know if I want to be like that. That looks hard.

**Elaine Lou Cartas:** it's, interesting because I I was out for brunch with a friend. How LA of me. And we were like listening to these teenagers, teenage girls.

**Elaine Lou Cartas:** And they were like talking about their world. The role problems of someone not liking them or how to deal with going to the next party. And I was just like, these problems are so huge. That's adorable. Do you got a mortgage

**Monica Schrock:** to pay? Good for you. Good for you. Do you have a mortgage? Yeah, exactly. that's why I like this conversations we were talking about, like in an ideal world, you just get to run your own business for business owners or, and then you get to make the income that you want.

**Monica Schrock:** You get to run it exactly the way you want and the exact balance that you want it. And which would be great. And there are times like this and a lot of times where that's going to look different or you're going to be like, I might have to get a job. Instead of doing this, or I might have to go part time in my business and get a part time job.

**Monica Schrock:** This might have to look differently because of my needs and because of what's going on in the economy. And I'm excited to have that conversation because people don't talk about it that much because it feels like a quote unquote failure when it's not. We're here to tell you that it's definitely not.

**Elaine Lou Cartas:** No, and We have both been in that situation.

**Elaine Lou Cartas:** Before I had my coaching business, I had a fundraising consulting gig. Mind you, it was more like contract work, so I had one client at a time. Yeah. Made six figures in that, easily with one client. And then there was an opportunity that presented itself to work full time for this client who I adored working with, and I did.

**Elaine Lou Cartas:** And I was like, what? What? Yeah. Pension. What? Oh my God. These benefits. Sounds great. And then also just the feeling, like my central nervous system, of like how calming that was. And, it was a great work experience. And I'm talking about Pasadena City College Foundation. I was a consultant, hired on full time, dream job.

**Monica Schrock:** Yeah.

**Elaine Lou Cartas:** But then I just got bored. Yeah. Yeah. Yeah, and that's not a negative thing. That's

**Monica Schrock:** always the I'm telling you though, Monica, do you ever

**Elaine Lou Cartas:** feel like this? I'm like, yeah, don't you ever feel like this? We're like, why can't I just? Be boring.

**Monica Schrock:** Oh, no. I feel like that all the time. All the time. I'm just like, just do one thing.

**Monica Schrock:** just relax. Just be happy with not having a ton on your plate. I am working on that.

**Elaine Lou Cartas:** Yeah. I'm, working on it too. Like I was vulnerably even sharing with Monica before we hit record of I've said this several times in this podcast, how I only want to work with 24 clients.

**Elaine Lou Cartas:** And even seeing what expenses to cut, because it's not just the revenue. It's also having healthy profit margins and just seeing what things to even simplify in my business and owning it. I think unfortunately, I've been talking to more business owners. I was talking to one of my coaches, mentors, who's been in business for 20 years, and she was direct with me.

**Elaine Lou Cartas:** She'd gone through the. Dot com bubble 1999 recession, and I hate to break it to a lot of you out there, but just a reminder, 2020 and 2021 were a bubble.

**Monica Schrock:** Yeah.

**Elaine Lou Cartas:** That was an anomaly.

**Monica Schrock:** Yeah. So people were doing well and not so much anymore as we've seen. And now, yeah, now things are a little, I don't know, I would say they're less stable on both fronts, whether you work for a company or you have your own business. there's a lot of layoffs going on where in Portland, Nike is, has it, you're having, they're having huge layoffs right now. So it's not so much, there's no right or wrong answer. Not there ever is, but like my dad got laid off in the big, like telecom layoff in the early two thousands and he did everything right.

**Monica Schrock:** it's there's no right or wrong. So it really is about feeling it out for yourself, feeling out what makes the most sense. What income do you need based on your life? if you have kids, that's a different. That's a different answer than yeah, like

**Elaine Lou Cartas:** life situation.

**Monica Schrock:** Yeah. You're basing your decisions on who's depending on you, what you need.

**Monica Schrock:** even if like you were saying you're like a caretaker or something like that it's just like mitigating risks at the end of the day. And sometimes you have to do more of that than other times. So I feel like we're in a time where we're doing more of that. We're trying to let, lessen the risk as much as possible.

**Monica Schrock:** So it's what does that mean for you? And I could mean a lot of different things and like, when does it mean maybe to step, take a step back from your business or, okay, I'll have a client on the side, but I'd like to get something steady, or I'd like to do a part time job or a full time job.

**Monica Schrock:** And just like you said, have my nervous system relax for a second or just get steady so I can think so I can be clear yeah. And I love that because I change the format of what I'm doing constantly.

**Elaine Lou Cartas:** Yeah. I always have. and like even real talk. So Monica knows this, but I didn't say it when we were recording.

**Elaine Lou Cartas:** The reason why I'm in my childhood bedroom is because my dad just had knee replacement surgery yesterday. So I'm here. I'm here. Playing caregiver. I also want to share everybody out there. Cause majority of you out there are women and tend to be the supporting role for our family members. Like I'm here by choice.

**Elaine Lou Cartas:** So I wasn't forced to be here. I'm here helping and supporting my dad, but then it's that, and then even like personal goals that we could have where I was talking to a friend of mine right before we hit record and she was working, for a big four consulting firm, so very entrepreneurial, but like just.

**Elaine Lou Cartas:** A lot of work, but life happened. Her dad had terminal cancer, about to die. She's pregnant, about to give birth. Her husband got laid off. A lot. And she was just like, Hey, I don't know if I could make it here. And then they're like, and they gave her like a scarlet letter of you're so close to being partner.

**Elaine Lou Cartas:** She's this is just, I was like, the goal's not, I was coming to you for feedback, not on how it could be partner, but like I, how it could balance this stuff and she left and she works for another consulting firm where there's more freedom and flexibility. Now I was asking him like, why don't you have your own business?

**Elaine Lou Cartas:** Because I actually have the freedom here.

**Monica Schrock:** Yeah. And because it'll take more brainpower than just like being a consultant at a firm.

**Elaine Lou Cartas:** But I Sometimes

**Monica Schrock:** you can't expel, expend that, that brainpower.

**Elaine Lou Cartas:** I'd love to hear from you because you were working full time. Yes. A couple of your business, in your business, and then you realize, I want to work for the NBA.

**Elaine Lou Cartas:** I want to work for the Portland Blazers. What? Yeah. Whatever you feel comfortable sharing, where were you at that time of your life that made you decide you wanted a full time job while

**Monica Schrock:** still

**Elaine Lou Cartas:** having your business on the side? Because I was still a client of Monica's during this time too.

**Monica Schrock:** Yeah, I still had a couple of clients and then did a couple of projects on the side. I've gone in and out since I was 22. Of having going full time freelancer in my business and then having a full time job and

doing partly in my business like a couple times, maybe three times. and it usually is that maybe I'm a little burnt out on finding clients all the time.

**Monica Schrock:** Let me just get something a little bit and or in some instances it was like, Oh, do I really want to do freelance all the time? So I'm going to be transparent with y'all. I've done it for a long time. I'm 37 now. So I've been doing this for 15 years.

**Monica Schrock:** 15 years I've had clients straight through on and off being full time in my business and having a job on the side.

**Monica Schrock:** I always say having a job on the side. I

**Elaine Lou Cartas:** love that. I love that. It's like fries, even if I have one client, it's

**Monica Schrock:** just a job on the side. Because honestly, it's not a job. When I have a full time job, I have nearly zero intention of moving up. So it really is just a moment in time that I wanted to be, to think about things less, is really what it is.

**Monica Schrock:** It's me taking a break from having to think about things so much. and maybe for my nervous system, like I said. But the Portland Trailblazers could have been that job that I would have wanted to move up in. That would have meant more than just I have a job on the side. Because I have always wanted to, I always wanted to work in sports, so I wanted to see if I could do it.

**Monica Schrock:** Long story short, I got hired by the Blazers within two months of deciding, which was amazing. Whoop whoop! And it took this job to really show me that I actually do not want to have a full time job. ever again, if I can help it. What made

**Elaine Lou Cartas:** you realize that? Why it wasn't a good fit for you.

**Elaine Lou Cartas:** So that's what I wanna hear. Yeah. Like we're, not here to go one way or the other. Like our intention for this episode is let's take shame out. Yeah. And figure out what you want.

**Monica Schrock:** Let's talk about it for sure. Yeah. So go ahead.

**Elaine Lou Cartas:** What made you realize it wasn't a good fit? Yeah. To work full time for someone?

**Monica Schrock:** even before I had, I was an employee, if you don't remember, if you remember for I do a nonprofit I was working for because they offered me a job. And I had told them, hey, I actually just want to keep working on my own business. I'm not really interested in a full time job. And they were fully remote.

**Monica Schrock:** So they're like, what if we don't really care what you do as long as you do the work? But we'll pay you as an employee and you'll get the employee benefits. yeah. I was like, that sounds pretty good. So I did that for three years. So it was like, they were a client of mine technically. But again, there's like a technicality, right?

**Monica Schrock:** Is that I was getting paid a retainer, but it was really a paycheck. And then I got to have the like balance of paying some taxes. And then it just It's so good. I will say,

**Elaine Lou Cartas:** when I was in that, like having. A consulting gig or a client and also having a job, it actually helps so well.

**Elaine Lou Cartas:** It does help a lot. If you can, balance it, if it makes sense. It's so good.

**Monica Schrock:** It's a sweet spot. It's a sweet spot and you get health insurance. You get all the things. You get vacation time.

**Elaine Lou Cartas:** Yeah. Welcome to Tax Season everyone. We were, talking about this. Here we are. Yeah. Why did, I want to be an adult?

**Elaine Lou Cartas:** You were smart, Monica. You're smart. I know. But continue. Continue, Monica.

**Monica Schrock:** So I've always pieced it together depending on what it feels like I need in my life, but with the Blazers, with the NBA, I was like, I want to work in sports.

**Monica Schrock:** So I got into the Trailblazers and like the Yeah, just the, the kind of, for me it was like, I need a lot of autonomy over my schedule. You can make a lot more money freelance as you do in a job, generally speaking, and it was really like, okay, I don't actually want to work this much and I want to make a little bit more money.

**Monica Schrock:** So I found out what's really important to me is my, I have more time in my day, my brain, my bipolar brain needs a little bit more time to relax. It needs less. Oh, like less overworking, less stimulation, like all the time. So for me, it was a lot of what does my brain and my nervous system and my body need?

**Monica Schrock:** And I learned a lot about that. And I was like, a full time job is not. What I need. It's not, what's going to nurture me. As much as having my own business is having clients, even if I, and this is the thing too, for me, there's no step backs. There's just, I'm just, I don't know. I'm jumping to the next, lily pad.

**Monica Schrock:** I don't know. there's no step packs. It's whatever. So even if I was like, oh, I'm going to serve tables like twice a week and have my own business, that would make more sense for me personally than going to get like a job like that. So I think for me, that information at 37, I just really solidified what I need in my like working life and it's not a full time job, but like I did all, I did that when I thought like I needed it or I wanted it and to like just leave after a year was like fine.

**Monica Schrock:** I was like, I don't, why do I need to prolong what I know is not for me? In my case, I went the opposite direction because, I tried, and it's not, it's just not for me, I like to piece things together, and that's how I'm gonna do it because it makes me feel more in control of my life, in a good way, I think, not in a, I'm a controlling person way, in a way where I can really make my own schedule and be like, oh, if I'm having an episode, or I'm feeling really burnt out, I can just, Rearrange my schedule.

**Monica Schrock:** I can figure it out on my own. I don't have to answer to a corporation that doesn't like any corporation, like they don't really give that Work life balance. They don't really give that and I don't even have kids like I'm just talking about my brain Like my dependent is my brain so it's just like it was really figuring out what was right for me And I was just like cool there's no shame on if I'm getting a full time job if I got my dream job and I left it after a year because it Wasn't for me.

**Monica Schrock:** I think I could have felt a lot of shame around that But because of where I'm at in my life and being so confident in what I need, I was like, I'm not. And every time I explained this to someone, they were like, Oh yeah, that makes sense. I'm really proud of you for being able to choose yourself over what you thought was like the thing you wanted to do.

**Elaine Lou Cartas:** Choose yourself over what you thought.

**Monica Schrock:** Yeah. Cause it was hard to make that decision. it wasn't easy.

**Elaine Lou Cartas:** Yeah. I think about, I have the opposite of you. I really loved my job. I loved my boss. I loved my team. I had a great salary. It was just the moment I graduated from my master's when I realized like, Oh, I want to do my own thing.

**Elaine Lou Cartas:** there was just another calling. The hardest part for me was telling my boss who was like grooming me and mentoring me and be like, I don't think I see myself as a fundraiser. That was the hardest conversation to have with her. And she. Welcomed it with open arms. I had dinner with her a couple of weeks ago.

**Elaine Lou Cartas:** We are really good friends and, but I think about that experience and I would love for you to even share it now that we're back doing our own thing full time. I wouldn't even say back, but just doing what's good for us at this present moment.

**Monica Schrock:** Yeah. And I think back of how that. Job actually has helped me that experience has relatable and tell clients like, Hey, sure.

**Elaine Lou Cartas:** I might not, I might have a business, but I was able to get my dream job. And this is how I did it. This is, I worked with my team being the youngest manager, like a few women of color. I would love to hear from you how. That credibility of, I was going to say, yeah. How that has helped you with your own business.

**Monica Schrock:** Absolutely. Getting hired by an NBA team to do marketing is definitely a flex and it has helped me already. Yeah. come on. It has helped me already and it will continue to help me. And I learned so much while I was there and I was happy with my work there. They were happy with my work there.

**Monica Schrock:** It was just that the style of like work and the commitment was like, not for me. So I think it's just like a great experience overall. And now it's Oh, I knew my shit before, but it's just like you said, it's the credibility of I got hired by an NBA team to do a marketing job that are very coveted in that industry.

**Monica Schrock:** So it's just a, yeah, it's not just a flex, it's just like a testament to like that. I know what I'm doing and I'm really good at it.

**Elaine Lou Cartas:** Yeah. The credibility I think about, it's like I raised a million dollars in six months for Yeah. Scholarships. That's a lot know, not really a flexis before he was crazy, but one of my donors was Elon Musk.

**Elaine Lou Cartas:** Yeah. Like with SpaceX, Yeah. The Air of LA Times. The founders of Trader Joe's. Those are my donors. that was the type of wealth, not the Kardashian new money. Wealth, like Yeah. Old money, wealth.

**Monica Schrock:** Yeah.

**Elaine Lou Cartas:** But that experience has helped me build my business.

**Elaine Lou Cartas:** I would also love to talk about shame.

**Monica Schrock:** Yeah. we briefly talked about it, so let's like go into it for sure.

**Elaine Lou Cartas:** Yeah, because there's this feeling of shame, like if I downsize or if I end my business, that means I'm a what it says about me,



**Monica Schrock:** the failure thing. Yeah.

**Elaine Lou Cartas:** How did you overcome that when you were transitioning into going to NBA, but also Monica, You're different in a way where you don't give a fuck what other people are going to say or think about you. And even though you're a marketing and messaging expert, like you're able to market and message. Oh, I can position

**Monica Schrock:** anything. Let me tell you, positioning is my favorite thing to do. Like I, I love reworking my resume.

**Monica Schrock:** You're hilarious. I was like, I hope Monica understands

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

**Monica Schrock:** trying to say. And Monica's tongue just touched that. No, I know. I love reworking a resume. I love being able to like, I love helping people do that. I'm like, yeah, no, your experience in anything can work towards an experience.

**Monica Schrock:** Transferable skills are transferable. But you're right. I don't care. I will do what I want to do, but I think what kind of removed a lot of shame for me in any of this is that I started freelance marketing out of necessity because I was living in LA and I was 22 years old. And nothing was enough to live there.

**Elaine Lou Cartas:** Our generation graduated around the recession. I just want to let everybody know.

**Monica Schrock:** I graduated in 2008. This is not my first recession. Like I had to, like I had to survive. So like my business, not a quote, but I'm quoting it in the beginning. My business was that I was getting paid. people were just paying me like invoicing.

**Monica Schrock:** I was figuring out all of it, I was trying to figure it out and it was just like, this is something I have to do to make sure that I can live here. So in a sense, I wasn't even looking at myself as a business. I was just looking at I'm making this work, like I'm piecing it together. But yeah, I was freelancing.

**Monica Schrock:** I was, an agency hired me in LA as like a freelance marketer. Like I was doing my thing. I just didn't think about it that way,

**Elaine Lou Cartas:** Yeah,

**Monica Schrock:** so I think like now online businesses freelancing is much more of a an industry like a you know The gig economy is like much more of a thing now than it was then So I think for me it's like there's not a lot of shame because I've been in and out of it all my career It was never something that I was like was a failure or a success.

**Monica Schrock:** It was a necessity when I needed it And sometimes I needed it for years at a time. Because that's like what it was. And then eventually it became the core. It became like jobs were a necessity. When I needed them to be. Or whatever. Not the other way around. You know what I mean?

**Elaine Lou Cartas:** What I'm hearing from Monica and me.

**Elaine Lou Cartas:** We are both players. When it comes to this thing called We are players of the game. Yeah, we are players of the game. I'm like, okay, I need to make money. What am I gonna do? Alright. You're paying for this?

**Monica Schrock:** Yeah.

**Elaine Lou Cartas:** Cool. I'll do that.

**Monica Schrock:** I'll do that for a little bit, I'll do and I do not care how long I stay somewhere.

**Monica Schrock:** I will tell you that right now.

**Elaine Lou Cartas:** don't care and at the same time, it's but if it's gonna Affect our mental well being and then that's where things come out and

**Monica Schrock:** change. That's what the great time the great part about having a business is I think it's like a Regardless of what capacity you're in with it Like if it's 25 percent of your income or a hundred or seven percent or fifty it is always the same The option, like if something is not working, like it's your option to be like, I'm getting out of this and I can make money on my own.

**Monica Schrock:** And then I'll figure out my next move. Maybe that's to keep doing this, or maybe that's something else. I've always liked it to be like a safe, it's a safety net. And I think people don't see that this as a safety net, but for me, I do see it as a safety net. I know how to find money and I don't have to wait around to get a job to find money.

**Monica Schrock:** And for me, that's a safety net that's keeps me safe from not having income.

**Elaine Lou Cartas:** I also wanted to share the other side of it. Just in case there are people listening like, Oh, actually, I think I might be in the state where Monica was when they went to the NBA. Or Elaine when they wanted to, when she wanted to work for being over it?

**Elaine Lou Cartas:** Pasadena City College. Yeah, just being over it. For at least for the time being. Yeah. And I Like I said, I had the opposite experience of I had my dream job and I just want to share the importance of asking the right questions from a future employer or your boss that you are directly going to be working with, and you could even be vulnerable and direct, Hey, I have two little kids or my dad is undergoing some surgery and I need to be caregiver.

**Elaine Lou Cartas:** Is that flexibility that I could be there or not? will I be able to work from home? asking those questions. Definitely.

**Monica Schrock:** Yeah. And getting what you need right now. Like I was saying, I think for me the shame has never been really a thing. The only shame I ever felt was like slightly from working for the NBA because it was something I was so excited for and I was like, oh wow.

**Monica Schrock:** I know that it wasn't because I couldn't stick it out. It's because I didn't want to. But still, it's like one of those things where you're just like, for a minute you think oh, are people gonna think that I just couldn't cut it. But that, that like thought for me was pretty fleeting.

**Monica Schrock:** It's just like something that goes through your head. But most of the time I'm like, I'm going to do what I'm going to do, whatever makes the most sense for me. And I'm going to figure out, I feel like being bipolar helps with that because in like moments of mania, you just make some rash decisions.

**Monica Schrock:** And I think sometimes in my life, those rash decisions were the right decisions, but I just had like blind confidence. Because that's just like what it was, it was my

**Elaine Lou Cartas:** yeah,

**Monica Schrock:** my mental illness helping me through that, but which I'm grateful for. These are the grateful things.

**Monica Schrock:** I'm grateful for my. My mental state sometimes because it got me through those moments where I didn't overthink things and now I can flex that muscle being more like present and stable in it,

**Elaine Lou Cartas:** I think about when I was working in political campaigns and people that got out of it, like working straight for the government for that pension and stable job or doing something else.

**Elaine Lou Cartas:** I remember being in it and when people left before I did Oh, they couldn't survive. It was like a badge of honor. What? Gave me the reality of things. I was like, wait, I see these people. They're like in their mid thirties. Shit. I'm in my mid thirties now. They look like they're in their fifties.

**Elaine Lou Cartas:** They're like balding. They're like overweight. Like they're barely seeing their husband, wife, partner. They're not able

**Monica Schrock:** to take care of themselves. Yeah. I'm

**Elaine Lou Cartas:** like, I don't want, I don't want that. I sure there it's sexy to be in the front page of LA times, be featured in all this stuff. But that just is not appealing to me.

**Elaine Lou Cartas:** And that's what made me get out. And I think a common theme I want everyone to hear, it's like, what stage are you in life? And I get it. There's things out of our control that's happening. What stage are you in? What do you need emotionally, mentally, socially, physically for yourself?

**Monica Schrock:** And what's the, new flex is like choosing you over the like perception of what you're doing, right?

**Monica Schrock:** I've never, Ever told anyone like, Hey, I like, they're like, Oh, why did you leave? Or why did you do? I'm like, honestly, I just like the way that I work. It didn't, it didn't really link up to the way that the company works. Like I really wanted more of my time back. I really wanted to be able to not have to check my like email after working hours.

**Monica Schrock:** I wanted to do this and I wasn't going to do it. So I left, and people have never been like. Oh my gosh, aren't you afraid of, or how could you, they've always been like, wow, that's really cool that you get to, choose your, that you can choose yourself, or that's cool that you, have those types of boundaries and can enforce them, no one's ever, if I'm honest with them, no one's ever been like, Are you serious?

**Monica Schrock:** you're ruining your life. no. I'm not. if anything, I'm making it better. And I think a lot of the times, we can do that. A lot of the people think they're going to be shamed for it, but I feel like we're not going

to be shamed for it. And even if you are, I think it is, strengthening that muscle of being like, cool, that's okay that you think that.

**Monica Schrock:** I know you're afraid of that, and that's probably why you're, like, saying that to me, because you're afraid for me. But I'm actually not afraid. So it's okay, I thank you for caring about me, but I'm actually not afraid of, that. So it's all good, and I think it is about you're not always going to be super sure in a decision you make.

**Monica Schrock:** We're never going to be 100 percent about a decision we make. It's impossible. we're not, we can't see the future, it's just, it's not. But I think if you are doing it for reasons that you feel really confident in, then do it, people will understand.

**Elaine Lou Cartas:** So what advice or tips would you give to someone that's like in this, I don't know

**Monica Schrock:** what to call it.

**Monica Schrock:** Do I shift from my business a little? Yeah. Wait, maybe you're like, let's just say it, like maybe your revenue is like way lower than it usually is. Maybe getting people to commit to contracts is really hard. Maybe it's like the pressure to get people results is just like a little too much than you want it to be like, let's just say it.

**Monica Schrock:** maybe it's those things, or maybe you're tired and you don't want to look for new clients. Maybe you're just like, you want someone to give you a fucking weekly work plan and you just want to be able to do it because you want a break for your break. Or

**Elaine Lou Cartas:** let's talk about personal stuff. Maybe you have a parent.

**Elaine Lou Cartas:** Or a loved one that has a terminally ill thing that's going on. Maybe you are planning for kids. Maybe you are wanting to save money for a home. Maybe just personal life is happening. Gosh. Maybe you want to spend more time with the kids you have. I don't know. I don't know, dude. Why was I striving to be an adult?

**Elaine Lou Cartas:** Yeah. Yeah. By the way, I have to apologize ahead of time. We were not here to trigger you. Listening to this episode. no,

**Monica Schrock:** Yeah. No, we're just trying to be real talk. that's, we, I'm sure no one listening here could not like. Relate to any of those, I'm sure you could relate to something we just said.

**Monica Schrock:** Because it's so common, I think that's why I wanted to say it, it's really common to be experiencing a lot of that stuff, I didn't mean to say it.

**Elaine Lou Cartas:** And why do you think people are so tired of social media? It's we see the fancy shit, but it's like, what about the behind the scenes?

**Elaine Lou Cartas:** what is really happening? And not saying people should share the negative stuff, I am not saying that. Yeah, if you want to. Yeah, at the same time, I've seen the problem of people sharing, Yeah. Really personal stuff and then using it to sell that's just another conversation.

**Monica Schrock:** Yeah, that is

**Elaine Lou Cartas:** I digress

**Monica Schrock:** But it's also like I just want to say too that because those things are happening it is not a reflection of your skill set right now and I think that's a hard thing too is people don't want to share that stuff because it maybe seems like that's a reflection on how well, they do their job or area of like focus or skill set or and that's not, it's not a reflection.

**Monica Schrock:** It's just, it's hard out here. So I think when you're in that position, it's like when, we can't tell you when or like when to, make that decision or when to start thinking about it, but I think we can tell you that there's nothing wrong with choosing another direction or being like, I want to get a job for the next two years because this is happening.

**Monica Schrock:** Or I want to say for this, or I want, I'm tired and I just want to like, be able to relax for a second or Hey, it'd be really cool if I had a part time job. So I only need to make this much money in my business. Cause that's what's that's what's doable right now. So I think it's take a deep breath, like think about those decisions that will make your life easier and know that any form of what your business is, even if you close it is not a failure, like at all, like you can pick anything back up.

**Monica Schrock:** You can decide when things need to shift, things need to change. this world, if anything, is variables are just, flying at us all the time. Like, why would we think that our, that the way we make money wouldn't need to change if we're just, trying to, dodge variables constantly,

**Elaine Lou Cartas:** Yeah, I just announced my second LinkedIn. Learning course that came out, thank you. And a big part of why I got it, it's not just the success I've had in my career or business, but it's because I've been fired three times. I quit two jobs without a savings. I've been in debt. Yeah. Like I've been in all the quote unquote failures and mistakes.

**Elaine Lou Cartas:** And the success story is actually me choosing me.

**Monica Schrock:** Yeah. That is the whole

**Elaine Lou Cartas:** time. And I will share, if there's one takeaway I want our listeners to get is What helped me in every transition point of my life, whether personal or professionally was actually being vulnerable with the people that I felt most safest with.

**Elaine Lou Cartas:** Yeah. So I'm not saying go blast it to the world that you're going through something, but I didn't think of it like when we were younger and we had a crush on someone or we were going through a breakup and we talked to that friend. It's like that, who do you trust to share? Maybe you saw someone going through a similar situation.

**Elaine Lou Cartas:** And they were able to overcome it like, yeah, the unfortunate thing with, with a pandemic, making us more in silo with living in a digital world. We're doing this, podcast interview on zoom is that we are so alone, but we forget we could heal by just having a conversation. Monica has the benefit of living with.

**Elaine Lou Cartas:** With their best friend.

**Monica Schrock:** Haha, yeah. So jealous. And a, fellow business owner. Yeah. And knowing other like business owners here and we're very like very transparent about what's going on. I think that's really important once that trust is created. It's we can talk about, I have a friend who has a business and they're like, Oh, I had back taxes.

**Monica Schrock:** Now I've paid those off and I can think about X, Y, Z. And these are like things that are like typically have a lot of shame around them, but they don't need to. So many businesses have back taxes. So many people are trying to figure that out. And it's not shameful to not know what you don't know, or to not even be able to do the things that you know you need to do, but you actually just can't do them right now.

**Monica Schrock:** These are all very common things, and if, we all have resources also that other people don't have, as far as, like, how to do things, I've made, moves and how to, consolidate debt and be able to do what and what, and, I've learned some of that stuff just on my own, and, I'll share that information whenever I can, because people don't know that those resources exist, Yeah. it's really about talking, it's just, mental health, too. I think money and business is, a big thing, there's stigma around it. Just as much as mental health where it's I just try to talk about that, talk about bipolar disorder as much as I can because so people can, we can normalize it or at least what, where I am in the world, I can try and normalize it like a little bit more.

**Elaine Lou Cartas:** Yeah. Like even talking about debt, I was in debt. I took out like a loan to pay for it because the interest rates were so high. Like when we have these conversations, we could actually not just help ourselves out, but with other people as well. yeah. I would love to talk about what we're both even doing in our businesses.

**Elaine Lou Cartas:** Like we were sharing, we remember, I think the last like friend conversation, I have to say friend conversation. Cause not business conversation. Yeah. I'm like, wait, Monica, we need the friend hat right now. Of what we're investing in or doing given what's happening.

**Monica Schrock:** yeah,

**Elaine Lou Cartas:** I would love for you to share.

**Elaine Lou Cartas:** And I'll share as well, but go ahead,

**Monica Schrock:** excuse me.

**Elaine Lou Cartas:** And why you're making those shifts and change because the reality is, the economy. It's changing consumer behavior is changing. People are being more smarter, taking their time to make a purchasing decision.

**Monica Schrock:** Yeah.

**Elaine Lou Cartas:** And that's not bad. I actually encourage that.

**Elaine Lou Cartas:** And that's great. I'm glad people are taking their time, but there was just a bubble in 2020, 2021, where people were just investing whatever contractor or coach and being burned by that experience.

**Monica Schrock:** Yeah, it's and I think because of that, having some foresight is really helpful or just leaning into that, Oh, what are things going to look like in the next few months or the next few years, I think is really important to think ahead, but also thinking, okay, so like you were saying, let's, give an example of people were hiring coaches and contractors, like, wild because they had the money to, maybe they got burned.

**Monica Schrock:** So if we even start there, if we're starting with people got burned, then, it's If I'm there was PP

**Elaine Lou Cartas:** loans, by the way, if you remember those loans, there was money that were getting forgiven. So there was money being,

**Monica Schrock:** there was money being given. Yeah. So if those people had bad experiences, let's say with a coach in your case, or like a marketing consultant or strategist or service provider, in my case we need to think about.

**Monica Schrock:** How are we going to, give our, give them more credibility in us, more trust in us, like, how do we actually build our skills and make sure we collect information from old clients that we're like, no, we're, like, credible, we're dependable, we get results, I don't promise results, but, in the sense of, we get the results, we set up the things we said we were going to do and we will get you Whatever we can get you.

**Monica Schrock:** Yeah, I was

**Elaine Lou Cartas:** actually like laughing. I was like so that, that we're actually good at the shit we do because let's be real. Let's be real and honest right now. I know you're a marketer. I'm a pretty good marketer in my own business too. There were just a lot of people that knew how to market well.

**Elaine Lou Cartas:** But the service they

**Monica Schrock:** provided. So marketing cannot fix a crap product. So that's the thing is like.

**Elaine Lou Cartas:** Marketing cannot fix a crap mop. Yep.

**Monica Schrock:** Yeah. Yeah. A crap product is, we're not going to be able to fix that. So we have to make sure we have a really good product. Cause even if our, we're good at marketing, so our marketing is going to be good, but I am

**Elaine Lou Cartas:** recording this in my childhood bedroom with shit all over my room. Yes. I'm so bad at it.

**Monica Schrock:** So we're thinking about, I love like this line of, Good questioning. Because, We were both talking about the other day, what are we doing to boost our credibility, our business for me, boosting skills, but also looking at like the the path I want to go down within the marketing industry.

**Monica Schrock:** So like me observing and having a little more time to observe because it's a little slower right now to get clients and stuff. But these moments I try to capitalize on so I can use this time to actually think about what's happening in my industry and how I can like. do as much as I can to keep, to get more clients.

**Monica Schrock:** So for me, AI is it's a, question mark at this point. Honestly, like we don't really know because we were looking at different things that it does in the content world, some things it does pretty well, sometimes some things it's pretty shit at still, will it get better? I don't know, but probably, but like my, thing is okay, so quantitative stuff is a little, harder to sell right now.

**Monica Schrock:** Because it's like writing, copywriting is a little harder to sell right now. I'm not even selling it. Although I get tagged in things. I might have gotten a client from someone on LinkedIn, tagging me that knows I do copywriting and I can copyright websites. Don't usually do it. We'll do it in this instance because the economy, but in general.

**Monica Schrock:** Like a nonprofit like them, they don't want to use AI to write their website. So that's like a different situation. But in general, I think the content creation, the writing, like AI is going to start taking up like a little bit more of that market because it's easier for people to input that.

**Monica Schrock:** So in my head, I'm like, cool, let me lean into the, like the marketing tech side of things. Like I want to get a digital science certification from U of O that I was like, cool, this is I'll get us a Google Analytics for certification, a Google AdWords certification and a HubSpot email marketing certification.

**Monica Schrock:** These are all three things that are going to boost my credibility, my skillset, my, I don't like to say authority, but in a sense, like I've done these, I've done this, work, I've been certified in these things and I can help you in these things. So it's looking at okay, cool.

**Monica Schrock:** I want to lean into CRMs like ConvertKit, like Salesforce, like Greenrope, marketing system, email marketing systems, like MailChimp, like Flodesk, where I can help people with the technical side of things, specifically the technical side of things that make them money, where I can actually track conversions and I can tell people I'm making them money.

**Monica Schrock:** So I think for me, I'm like, my foresight is like, let me get into a part of this industry where I can really prove the ROI of. Hiring me in content. It's a little harder to do that. and, but people will still need it. But I think for me in the sense of, I want to work smarter, not harder. I want to go that direction.

**Monica Schrock:** So I don't have to work as hard to prove why hiring me is a good decision.

**Elaine Lou Cartas:** Yeah. It was just so interesting when you and I had this conversation last week about it, we were thinking the same thing. I was like, okay, I'm glad we are. in that vibe and we're psychics, but yeah, you know for me as a coach coaching is a new industry relatively Yeah, it's like therapy was new and then it'd be like it became institutionalized as it should be because you're dealing with people's like mental health and trauma And coaching is a little barrier of entry I'll be the first to say it.

**Elaine Lou Cartas:** You can call yourself a coach without being certified. And there's a lot of certifications out there where you don't even know what.

**Monica Schrock:** You don't know if, like what credibility they have.

**Elaine Lou Cartas:** Yeah. What credibility it has and

**Monica Schrock:** who regulates it. There's no regulation,

**Elaine Lou Cartas:** correct? Correct. But there is a governing board called the international coaching federation.

**Elaine Lou Cartas:** I've been working with more executives, more business owners that have team members and I have been enjoying it. And one of them is you can listen to the podcast episode, but Starbucks VP of DEI.

**Monica Schrock:** Yeah.

**Elaine Lou Cartas:** And I have been absolutely enjoying that work. I also acknowledge that because low bar of entry, because people have been burned by coaches and didn't get the service they want.

**Elaine Lou Cartas:** I want to be a better coach and to be like you were saying, I need that authority. yeah. I'm getting, I'm going to be applying for my PCC, which is a high level certification for ICF. And I'm working with the



Center for Executive Coaching where I'll be transparent. The founder of it, Harvard grad, worked for a big four management consulting firm, but the students there I'm like connecting with and also wanting to get more contracts with organizations and companies to help them with the C suite level coaching as well as team management.

**Elaine Lou Cartas:** And that. That is not a low bar of entry that takes credibility and education to get there and to be a better coach and, also leaning back to my strengths. I'll be honest, I got caught up. I was like, I think I need to be like these other online gurus. I was like, wait, back to basics. What am I really good at?

**Elaine Lou Cartas:** I'm a former fundraiser. Yeah. I need to just network and connect.

**Monica Schrock:** Absolutely. And same. And I just want to say too, when I was talking about that certification at University of Oregon, it costs. 2, 250 which isn't nothing, but if you think about education in general, if you're going to go get an MBA or something, that's going to cost you a hundred grand, like this little, over 2, 000 that I can pay in three payments of 800 or whatever is going to get me three certifications that are really like well known and like well respected.

**Monica Schrock:** So I think it really is also about looking at those things that will give you an edge that don't necessarily need to cost you that don't have a high barrier of entry, because it is hard. To spend a bunch of money on cred on like credentials or like certifications.

**Elaine Lou Cartas:** And ask for a payment plan, so mine is not 2k.

**Elaine Lou Cartas:** Transparency, mine is 10. Which is actually not bad, I have spent money like 30k on masterminds before. This is 10, but the education I'm receiving has been so great. The people I'm connecting with is great. And that's also lean into your network and lean into even hearing what they're saying, like even learning about like internal versus external coaching, internal coaches work for companies.

**Elaine Lou Cartas:** And because coaching is unregulated, I'm, like, for seeing this, like it is. Going to have to be I say that because I have also been on the other end where I was a client and I was being coached through a trauma with not a licensed person and it caused a trigger like, mind you, I am not that type of coach and when my clients come to me and start talking about it, I'm in Monica, you've seen it where I'm like, actually, I would be the best person to support you definitely look into it.

**Elaine Lou Cartas:** A licensed therapist who would be better off.

**Monica Schrock:** Yeah. Yeah. It's so true. And then there's like the skill sets of us being trauma informed, space holding certified. That has been a game changer for both of us. Game changer. Yeah. For holding

**Elaine Lou Cartas:** space.

**Monica Schrock:** Because you're always holding space for people. Regardless if you have a job or if you have a business.

**Monica Schrock:** If you're a manager at a job. If you're a human. You're managing emotions. Yeah. Yeah, if you're a human, raise your hand. Exactly. We're always managing human emotions and yeah. And things like that. But I think it's being adaptable is huge. Like the, the jobs and the, expectations of just being in a job for so long and getting paid so much money and companies being loyal to you.

**Monica Schrock:** I think millennials, we've known for a while that's not actually like what things are. So I think in that. Sense, let's be exactly what they think we are, which is selfish people that just do everything for ourselves. I'm totally fine with that. I love that. I love that. That label. You know what?

**Monica Schrock:** Giving us that

**Elaine Lou Cartas:** label, one, but two, you're just saying that because you're resentful. Yeah,

**Monica Schrock:** no, 100%.

**Elaine Lou Cartas:** And then if you think we're bad, hello Gen Z. and I'm not saying Gen Z is bad, like I, I love what they're doing, but also Gen Z, you are welcome. It's because you saw all the mistakes we've made.

**Monica Schrock:** Yeah, for sure, but happy for them. Happy. No, yeah, it's just think about what you want and need. And just, I think just don't think about what other people think. Just take the steps to get

**Elaine Lou Cartas:** there's nothing wrong with enough like why does it have to be more like if you're a mother Do you really want more kids?

**Elaine Lou Cartas:** You want a dozen kids? Like I don't think that makes you less for being a mother

**Monica Schrock:** Yeah, you don't

**Elaine Lou Cartas:** want more if you want just one child or if you don't want any kids like

**Monica Schrock:** and if you're a business owner that only needs to make four thousand dollars a month to Live. I don't know where you live, but maybe you don't live on the West coast, but maybe you live somewhere where that's you don't have to make more than that.

**Monica Schrock:** You don't have to, you can like, we said, work a job and make 2, 000 on the side with your, with clients and be like perfectly happy with that,

**Elaine Lou Cartas:** Yeah. Like

**Monica Schrock:** these numbers are arbitrary. It's what people have decided is successful. It does not. Make sense like someone's you know 10k a month might just need to you were like Oh, but 5k would be a life changer for me.

**Monica Schrock:** Great, whatever like You don't need to fill your life with more money making activities if you don't have to do what makes sense for you As much as possible.

**Elaine Lou Cartas:** And doing what you love doesn't even have to translate into money. Like I was talking to a client earlier today who did this beautiful painting of a cat.

**Monica Schrock:** Nice. Went

**Elaine Lou Cartas:** to a writing meetup workshop where she didn't talk to anyone and she just wrote. I love that. And she's not trying to make money out of it. She's just there for pure joy. And unfortunately in a capitalistic world we think like what brings us joy we have to get paid for it. We have to turn it into cash.

**Elaine Lou Cartas:** Yeah. Or experience. Yeah. Monica. Any last. Minute takeaways or any last minute takeaways.

**Monica Schrock:** Ugh, I guess I could just reiterate just there's no shame in just like choosing yourself and your loved ones over a business or a job. Find out the equation that makes the most sense for you and just build, on that.

**Elaine Lou Cartas:** And be okay if the equation has changed from five years or a year ago. Just know that equation of happiness and success is going to evolve. Absolutely. So if you're listening, you're like, oh my gosh, this episode. And spoke to me, I know if it spoke to you and you want to work with both of us, schedule a call with me at Elaine Lou.

**Elaine Lou Cartas:** com forward slash call. Yeah. Monica, you could share how when people work with us one to one or mastermind that. Container because you hold office hours every week.

**Monica Schrock:** Yeah, I hold office hours every month. It's really fun. We talk about anything marketing and how we're doing in our businesses mentally because that's a big part of it.

**Monica Schrock:** Marketing is a very big mental drain. I can definitely be one to say. So it's fun because you get one on one with Elaine, monthly. Monthly and then office hours with me monthly and a whole community of people to be have In a retreat with twice a year, it's just like a really supportive situation.

**Monica Schrock:** So really supportive and really like growth driven, but also like respectful of what you want and your time and energy. So highly recommend.

**Elaine Lou Cartas:** And you've been in that experience where I've coached you in different transitions. So can you share what you've loved about my coaching?

**Monica Schrock:** Yeah. And I think I've probably said this like 10 million times.

**Monica Schrock:** It's You pay attention to what I'm actually wanting. you're not pushing an agenda of you're worried about if we need to go another direction and you're like, Oh my gosh, we spent, someone might be like, we spent so much time on this direction. You're not going to get as many as much results.

**Monica Schrock:** But for me, the result is doing what, something that I like to do. So you've always been so like supportive of okay, if you want to do this now, let's take X, Y, Z step, and really respecting who I want to be in my business and. And when I push back, just being like, Oh yeah, that's cool.

**Monica Schrock:** But also challenging me to get out of my box if needed. So I think it's a really reciprocal, like relationship and very respectful of what you want, but also still Hey, you hired me to Challenge you and push you a little bit and that's needed. So it's a good balance.

**Elaine Lou Cartas:** Yeah. And, just to prop up Monica, if you don't, you need, you don't need to have me to have Monica, you have Monica to ourselves.

**Elaine Lou Cartas:** If you haven't gotten the name of this podcast, we are players.

**Monica Schrock:** So

**Elaine Lou Cartas:** a triad relationship, or you could just be directly with Monica directly. that's okay. We are open, either way.

**Monica Schrock:** Yeah. Either

**Elaine Lou Cartas:** way. You can

**Monica Schrock:** find me at Monica's

**Elaine Lou Cartas:** rock. com. Yeah. So I'll put that in the show notes, but with, I've hired Monica where I'm Monica's client and I have talking about the realist and being honest, like I was, we were talking about the subject heading for my.

**Elaine Lou Cartas:** Yeah. Learning course. And I, told Monica, I'm like, wow, the other one only had 49 percent open rate, dude, that was so good. I said, don't

**Monica Schrock:** be annoying right now.

**Elaine Lou Cartas:** Yeah. Monica was like, don't be annoying. And I'm like, I'm just being Asian right now. Okay. High

**Monica Schrock:** expectations, for everyone listening.

**Monica Schrock:** 49 percent open rate for an email is wild. It's 30 percent higher than the norm.

**Elaine Lou Cartas:** Yeah. Normal open rates, 20%, 20%. Like I've had a taste of 59%. Okay, I can't go back. Okay. Oh, I love

**Monica Schrock:** it.

**Elaine Lou Cartas:** I know. But but even like listening, the compliments I get whenever we do a podcast episode is our banter. And so another takeaway for people listening, if you are going through a tough time, Talk to someone that you have a relationship, with both of us.

**Elaine Lou Cartas:** I'm not saying you have to work with us. that would be cool. But like literally find a friend or family member. yeah, that would

**Monica Schrock:** be really cool. If you want, that'd be cool. No big deal. Yeah, find someone. I know some people don't always understand having a business, but I'm sure you can find, someone, hopefully, that you can, have a conversation with.

**Elaine Lou Cartas:** And also, I think what, scares us is when we know someone we feel safe enough to share, and they may not have a similar experience, be direct with them, hey, I'm going through a tough time. I am not looking for a solution. Can you just hold space? Saying that, because I think so often in this capitalist society, it's solve.

**Elaine Lou Cartas:** a friend tells you a problem you think you can solve, straight up just say it, like You want to be helpful, that's fair. Yeah. That's fair, you love them. Hold space. But, yeah. Also, Monica and I are trauma informed, so this is why we're very mindful of

**Monica Schrock:** Yeah.

**Elaine Lou Cartas:** Are you open to feedback? Hahaha.

**Elaine Lou Cartas:** Are you open to feedback? Did you Do you want me to listen

**Monica Schrock:** or do you want me to give advice?

**Elaine Lou Cartas:** Yeah, I noticed that you're frustrated and venting. Is What do you need at this present moment? Do you need space? Do you need feedback? What do you

**Monica Schrock:** want out of this? Let me ask you a question. My favorite thing is putting the question.

**Monica Schrock:** What should I do? I'm like, I don't know. What do you want out of this situation? And then I'll tell you what you should do.

**Elaine Lou Cartas:** No,

**Monica Schrock:** but that's like

**Elaine Lou Cartas:** a coaching question. okay,

**Monica Schrock:** what is your end results? Yeah, what's your end result? Because I can't tell you what to do unless I know. Yeah, and then,

**Elaine Lou Cartas:** okay, that's your end result.

**Elaine Lou Cartas:** Okay, what do you want to do about it? Should I, and then when I hear the should, oh, it sounds like you're shitting all over yourself. Okay, what do you want to do as a first step instead of a should? Oh. And sometimes people don't

**Monica Schrock:** want what they thought they wanted out of it. Yeah. I'm like, oh, cool, you don't really need to do anything then.

**Monica Schrock:** You can just, Or,

**Elaine Lou Cartas:** there's another problem that's, and it's not that problem. Yeah, Like I had a client where it was like, I want a raise, got the raise, shit, I hate this job and this industry. I still hate this job. I need to

**Monica Schrock:** get out. I know when I was leaving a job someone was like, if they gave you like a 20K raise, would you stay?

**Monica Schrock:** And I was like, no. I was like, it's not the money. They couldn't, there wasn't an amount of money they could have given me. That's when you know. That's when you know. That's when you

**Elaine Lou Cartas:** know. there was even like, I'm going to go personal, but I was dating someone and he tried wanting to get me back and he was like, why?

**Elaine Lou Cartas:** And I was like, because I hate the person I am when I'm with you.

**Monica Schrock:** Ooh, yeah. Yeah. That's true. You say that about a job too.

**Elaine Lou Cartas:** Yeah. Yeah. Anyways.

**Monica Schrock:** Yes. This has been a great conversation. Yeah, this was

**Elaine Lou Cartas:** so great. End link. You know what, if you, let's say you don't have anyone to talk to, if you really enjoyed this episode, I don't know, I can't speak for Monica, but for

**Monica Schrock:** me, you can speak for me,

**Elaine Lou Cartas:** feel free to like, The Amazon Instagram or LinkedIn.

**Elaine Lou Cartas:** Yeah, 100%. Yeah. Yeah. And if it's something like, if it goes into therapy or you need help with that, like we will tell you know. I can't. And then if you are going over our boundaries, if you haven't noticed, we'll be direct and let you know.

**Monica Schrock:** Yeah. Yeah. Definitely. I'm open for it. For sure.

**Elaine Lou Cartas:** Thank you for being real, Monica.

**Elaine Lou Cartas:** Yeah. Thank you for having me.