



# Stop Checking Your Likes with Susie Moore

THRIVE BY DESIGN WITH TRACY MATTHEWS

*“A fear of judgment, which is larger first of all an illusion but also it's of no consequence to you what anybody's thinking about what you're doing because it's your own unique mind.”*

**You're listening to Thrive by Design, business, marketing, and lifestyle strategies for your jewelry brand to flourish and thrive. Let's get started.**

Tracy: Welcome to the Thrive By Design Podcast, episode 247. Hey there. It's Tracy Matthews, Chief Visionary Officer of [Flourish and Thrive Academy](#) and the host of the show today. I am so excited to be here with my good friend [Susie Moore](#) on the show, and we're going to be diving deep into competence basically at the end of the day. We're going to be talking about how you can live an exceptional life, own everything in your life so that you are getting the utmost success, so that you're showing up and not worrying so much about what the external world thinks so that you can accelerate a lot more quickly.

Now I know that in our minds, we have a lot going on. We've been in quarantine mode for several weeks now. Most of us, I hope that we're all in quarantine mode with this whole COVID-19 thing. And I've been hearing from my students it seems like their situation changes daily from getting tons of sales from sending out emails to feeling like things are over or whatever, and I know that there's a lot of rollercoasters right now. And so I think one of the reasons I've been doing a lot of mind sight and confidence podcasts over the last couple weeks is because I know that we could all use a little extra love at this time because what I do know is that last week we hosted our SOS live event.

[SOS is our coaching program](#) over here, and from that program, we created an intensive called The [Train Your Customers To Buy From You Online Intensive](#), which I'm going to share with you momentarily. And on that intensive day or the workshop day, we had two days, April 1st and 2nd, and typically these events are supposed to be held live in person. For obvious reasons, we couldn't do that. The event was canceled in early March, and we spent the time just jamming together online, and it was



pretty amazing. I was so proud of how the designers were showing up, how they were pushing themselves out of their comfort zone, how they were just doing what they knew that they needed to do anyway without expectations and overcoming their fears and just continuing to move forward.

And I wanted to tell you this because right now it's a weird time. People are like, "Should I be out there selling? Should I be working on my business? Should I be making masks? What should I be focusing my time on?" And I do know that a lot of jewelry designers who know how to sew are making masks for people in the medical community or whatever. However I also do know that a lot of us don't know how to make masks, so we're not doing that. And what I have noticed is that the designers who are putting themselves out there because they need to, because this is their livelihood, this is how they make money, this is how they feed their family are having amazing success. And you know why? It's because they've been working with us to train their customers to buy from them online.

And I'm just so proud because when I hear a designer say, "I tried this strategy that you teach in the program, and right away I had someone come and buy a \$500 order and then I ended up being able to upsell them to another \$1400 order." Other designers said that they sold out of their collections the first day that it was launched. Another designer in our community did a campaign that we're going to be teaching in the TYC intensive, and she's had incredible, incredible success with this direct mail campaign to drive traffic back to her website. She had sold from the time that we were counting, she had sold over \$5500 in the first week from a direct mail campaign. And we're going to share that strategy with you and how to get it to work because just sending a postcard in the mail is not going to work. It's a very specific strategy, and she texted me today and told me that she did this basically like an upsell incentive and people are coming back for me. So I think she's going to end this promotion after a couple of weeks doing probably over \$10,000 in revenue, which is really exciting because these are things that are actually working right now to make sales.

So if you are someone who is ready to invest in their business and wants to get to a place where they're making regular consistent sales, they're training their customers online, and they're realizing the real impact of the shows going away. Trade shows pushing orders back and all those things



because of what's happening with COVID. I cannot think of a better time than now to actually learn how to do this the right way. The issue is that most jewelry designers who aren't savvy at selling online don't know how to do it. So they send out these awkward newsletters or awkward emails that don't get opened or don't have a strong enough call to action to actually drive a sale. So they get frustrated and they think that online sales won't work for them. Well, that's not really the case. The case is that you need the strategy and you need to know what's working now in order to get this working for you.

So if you'd like to learn more about how to train your customers to buy from you online, I would love, love, love for you to just fill out a free application. We're getting started on April 16th. So this is very time sensitive. You need to fill it out now if you want to join us. This is a 12-week intensive. Everything is recorded if you can't join live, but we do it in a live format so that you can get direct feedback from me and the instructors in the programs and get feedback on your work because the purpose of the intensive style is to get it done now so that you're actually getting results right away. And it's pretty amazing.

So if you'd like to learn more or apply, head on over to [flourishthriveacademy.com/tyc](https://flourishthriveacademy.com/tyc). That's [flourishthriveacademy.com/tyc](https://flourishthriveacademy.com/tyc). And I'd love to invite you to join today. And we have the whole schedule mapped out, and we can share that with you once you jump on a call if your application is approved. And I just want to remind you this is an application process because we are working in a very small group environment, and we want to make sure that we have the right fit and the right people who are going to get results in that program right away. So head on over to [flourishthriveacademy.com/tyc](https://flourishthriveacademy.com/tyc) to apply today before we get started.

All right. I'm going to dive into today's episode. So I'm so excited because I just absolutely love my friend Susie Moore. I've had to reposition a lot of the podcast episodes, and originally I wasn't going to be able to get this one in for a couple of weeks, and I did this interview last week with Susie. I had her on the show I think last year or two years ago at some point when I first met her. And she is just a bundle of fire and a breath of fresh air and so much fun and really just a leader in this confidence game. She has been an amazing basically source of light for me in our friendship but also just an incredible person.



She really sees the world in a different way whereas a lot of artists and creative people have a lot of mindset issues around the fact of making money around their art. I'm just calling it like it is because I've seen this worked with so many for so long. And if you don't, you're one of the lucky ones. But Susie just knows how to get you to a place where you can see the world in a different way.

We talk a lot about how to handle quarantine and some funny things that have happened to us. So I think you're really going to enjoy this interview today, and let me do a quick interview for her because she has a book that's coming out real soon. Susie is a life coach and an author, and she's from the UK, and lives in Australia. I met her in New York, and now she lives in Miami, which is super fun. She's been featured in a ton of media. In fact, the media is her game. She's been on The Today Show, Refinery29, Forbes, [Oprah.com](https://www.oprah.com), and so much more. And she has a new book that's coming out called [Stopped Checking Your Likes: Shake Off The Need For Approval And Live An Incredible Life](#), and it's available Amazon. I think it comes out today on April 7th. So definitely head on over and buy that book because it is amazing.

All right. Let's dive into today's episode.

Well, I am thrilled to have my good friend Susie Moore back on the show. Susie, welcome.

Susie: Tracy, I've missed talking to you. I'm so excited to be back. Thank you for having me again.

Tracy: I know. Well, sad face because you moved away from New York City, and now everyone's kind of moving away from New York City after all these things going on with our pandemic. But you're here. You're in Miami, Florida. I'm recording this from Fountain Hills, Arizona. And it's so fun. I love that we can actually catch up over video, which is amazing. Slash-

Susie: I know.

Yes. I feel we aren't lucky that we live in an age even when there's a crisis, we can be all over the world and still connect.

Tracy: Yeah. So you're the queen of confidence, the queen of positivity. In fact, any time I want to go down a negative rabbit hole, you're like all, "Girl, do not talk to me about that. Let's flip this around and change it." So I know right now everyone could use a little bit of joy and light and confidence



and happiness because things feel kind of crazy right now. So before we kind of dive into that conversation, why don't you give us a little background of your history and kind of what you're doing now.

Susie: Yes, yes, yes. So as you know, I moved to Miami recently. Like you, I have an online business. And I've been in the US for 10 years after living in Australia, growing up in the UK, having a very kind of dysfunctional, unusual upbringing, all shared in my book. And when it comes to times like these, kind of adversity, a lot of uncertainty, I think that sometimes we need to look back and remember what it is that we've been through and already survived. I mean, sometimes we forget, right?

We have a history with the universe, but there are a lot of things that we've all been through in our lives, like loss, pain, suffering. And so I'm remembering kind of the kind of gifts that I was given in that way interpreting the difficulties that I've had and remembering them right now. And it gives me a lot of courage and it makes me feel powerful with what I can control at the moment.

Tracy: I know. That's the truth though because this moment in time is going to pass, and we're going to come out on the other side. And we're going to look and say, "Oh, what are the lessons that I actually learned from that time?" Or, "How can I use the adversity that I had to go through as fuel to move forward in business, to move forward in life, to change the perspective of how I'm seeing things, and use it as an opportunity for growth?" I mean, I feel like that's the big challenge right now because people are scared and terrified, and they're worried. So I want to know, Susie, just because you are so good at this, what are some of the rituals and practices you use to kind of overcome this stuff?

Susie: Well, you're right, Tracy, it is a scary time. It's very serious, and the most important thing that we can all do is be responsible. As humans, we're all staying home, doing our part to make sure we kind of contain what we can. I think when it comes to understanding this time, what's so bizarre about it is even a month ago, it would've been unthinkable this is happening. But look how quickly we've all already kind of adjusted. We kind of have our kind of new routines at home in a lot of cases. Humans because of head on adaptation, we accept life changes good and bad more easily than we think we will.

So often with fear and consequences, the fear of what's to come is worse than actually the consequences themselves. And this time certainly we are



completely powerless of what's going on out there. We have no control over that. But we have complete control. We have so much power within the small spaces we're occupying right now, wherever our homes are. And of course, most importantly the power of a self directed mind, what it is that we're focusing on, what it is we're choosing to spend our time doing. Are we going to be despairing and consuming material non stop online and on the news, or are we going to be doing something else? Because it's entirely up to us.

No one can dictate how we spend our hours. And I feel like this time if you need a break, take it. I hate it when people like push, "Oh, now's the time, go take advantage of it." I mean, that could be true for you. But if it's not what you're feeling, if your body and mind need something else, a break is great because it's a force reset at the moment. But if you're feeling as though you're energized and you want to be busy because it also helps with your mind, then it's a great time to be doing a lot of important, non-urgent tasks that we always say we never have the time to do.

Tracy:

I know, right? So I had my boyfriend [Jason Ayers](#) on the show a couple weeks ago, and he was talking about, he calls it [the procrastination list](#). Everyone has a procrastination list of things that they don't do that they're like, "I know I need to do this, but it's so busy." So it's time for you guys to all write that procrastination list and start checking them off one by one because this is a great time to utilize maybe times in a sales cycle that I know a lot of the designers in our community are doing great selling still through email because that's what we teach over here. However, some people are just...

Everyone's got their own situation or circumstance or whatever. This is a great time to get some of those foundational things in place or the things that you've been putting off for so long that can actually help move your business forward in like a couple weeks or a month or two, whenever things start to get back to normal because they will get back to normal. Even though it feels like they won't, they will. And you're going to be the ones who are doing that now are going to be the ones who are going to get ahead later.

Susie:

I love the idea of a procrastination list. It's just a very honest way of looking at those things on the list that keep getting moved to the next list, to the next list, to the next list. I'm using this time to batch YouTube content,



update my courses, do some blog stuff, which has been on my list for about three years.

Tracy: Yes, there you go.

Susie: I know. It makes you feel depleted when you just see the stuff that you're not doing week to week, month to month, year to year.

Tracy: So true.

Susie: And because there is more time for most of us, then those kinds of not very sexy but extremely useful tasks are... I mean, I think it's perfect timing.

Tracy: So I want to ask you just a personal question because Heath and you are great friends of mine. Heath is Susie's husband for those of you who don't know. Are you guys cooking more?

Susie: I burned myself, Tracy. I have a burn on my hand that's nine days old, and my vanity is very worried about scarring. But yes, I am. I think my secret resentment resulted in my burn.

Tracy: You're like no more food delivery.

Susie: Well, we do a little bit of food delivery, but it's still safe if you're doing it yourself I think.

Tracy: I know.

Susie: I mean, it's hard to know exactly the right thing to do because you still want to support the places around you. I mean, there are lots of ways around that. But yes, we are cooking more. And it's fine.

Tracy: No, laughing so hard because I just know you so well and I know what we used to operate out of New York City kitchens, which is hilarious and funny.

Susie: True

Tracy: But I learned something new on YouTube, which I never thought I would be searching YouTube for recipe tricks. But I learned how to shred chicken with a hand mixer.

Susie: Wow.

Tracy: Which is I'm like, "Who knew that that was something that you could do?" But I wanted to make some soup, so I made some chicken tortilla soup,



and it calls for shredded chicken. And so I said, "How do you shred chicken?" Someone showed me with a hand mixer. You never know.

Susie: Look at you, you're like a modern Martha Stewart.

Tracy: Because you know me, I used to order delivery food every single meal.

Susie: I know. And I know that you can cook salmon. I know that.

Tracy: Because I've made that for you before.

Susie: That's true, and it's salmon, salmon. Love it. I mean, that's a very healthy choice. But yeah, now's the time to also be creative. But I think that I'm fighting some relief and laughter over it because the stores are out for a lot of products. Ordering what my goal is and accepting all replacements because you have to be flexible because otherwise two things arrive. And kind of getting some really funky food items at home. So you order steak, here's a lamb shoulder.

Tracy: You're like, "But I don't like lamb."

Susie: Yeah. Well, yeah. Lamb shoulder. I don't even know there was a lamb shoulder in existence. Same with even ice cream. You order just regular chocolate ice cream, and I've got this black raspberry parfait. I don't know. You have a laugh. What's the alternative? I think it's great to have a sense of humor about all things-

Tracy: I know.

Susie: ... whenever possible.

Tracy: I think we need to start some thread on Facebook or on Instagram about the funny food items that we've either bought or delivered or made for dinner because it's kind of crazy. People who normally probably wouldn't do so much or just going and doing things that are super out of their comfort zone, which is funny.

Susie: Yeah, it's true. That's a way that we can always be looking at it. We're being forced to learn new things, to adapt to kind of figure different things out. So why not be good spirited about the whole thing?



Tracy: Why not be good spirited because that's really what it's all about. So we scheduled this interview weeks and weeks ago before any of this happened, and we were here to actually talk about your book and to talk about having confidence and to stop really checking your likes on social media and to just really moving forward with being authentically yourself. Why don't we talk a little bit about that? Because now things have gotten into perspective I think for a lot of people where they might have been looking at their likes and all those things. But why is now a good time to just forget about or stop worrying about that stuff?

Susie: Yeah. It's interesting. There's always kind of perspectives when there's big life changes, and I think when it comes to social media likes. So the book is called [Stop Checking The Likes](#), and it's not a social media book. But the reason we called it this was because social media and the likes that we get have become this very kind of popular, modern, 24/7 measurement of how well you're doing. It's like you are saying the right thing, are you living in the right place, did you look the right way depending on who's interpreting it.

And after I think about working as a coach, going through my life experiences and being an advice columnist for so long and getting a lot of feedback and questions and comments, I've realized that it's so funny. As humans, we're okay to fail. We know that we're resilient. What humankind has been through and survived, it's incredible to even be here now. When you think about what it is that keeps us, that holds us back or prevents us from kind of making a bold move, something that would benefit us, it's not the fear of failing because pain is fine.

We know that we can survive it. What I've noticed is the secret reason we hold back is because of what people will think of our failure. Not the failure itself, it's like, "What's everyone going to say about this," or, "This was a flop, and I care about what other people in particular think. And they're probably laughing behind my back right now." So it's that that keeps us standing still, not doing the things, the fear of judgment, which is largely, first of all, an illusion but also it's of no consequence to you what anybody's thinking about what you're doing because it's your own unique path.

Tracy: You know what's so interesting about that, Susie, a couple of things that I want to kind of touch on. First and foremost, I understand this firsthand because when my business tanked in 2008 because I didn't get ahead of the financial crisis, and I was reactive and did everything wrong basically



and it was too late. One of the things that I was so worried about more than anything is what if people know that I actually failed at business and had to file for bankruptcy and all that stuff?

What if people actually find out? I'm going to have to spin this in a way so that it doesn't sound so bad. And it's interesting because part of that is true. I did want to make a career pivot, and I did. I made a career pivot into a different type of jewelry business model and then eventually being a business strategist and a coach and a consultant. But also, most people were like, when I would tell them later on, they're like all, "Oh yeah. That happened to me," or, "That happened to so-and-so." I feel like it happened to everyone, and I was so worried about being judged.

So I think also now, hearing from a lot of people in our community in the Flourish and Thrive Academy community and in our bigger [Creatives Rule The World community](#) that people feel so weird about putting themselves out there now because they're worried about being judged when there's these bigger problems in the world. But I feel like, and I want to hear what you think about this, is that the economy needs to continue moving forward. People want to buy things. They want to feel good, and a lot of times people feel good in sometimes with not only retail therapy but consuming content and things that they enjoy seeing. So do you want to address that a little bit?

Susie: Yes. Oh, I have a lot of thoughts on this. I'm happy you asked this.. So first of all, there's nothing good that happens to any economy when money stops circulating. First of all, that's why we have a stimulus. It's for this. So if you are in business, you either need to have the courage to keep selling or you need to shut down your business and then work for someone who has the courage to sell.

Tracy: That's a really good way to put it.

Susie: Which is your option? Because how are you taking care of your family, taking care of everything in your life, and income. So it's going to be you're working with someone who's doing it or you're going to be doing it yourself as a business owner.

Also, when we say we feel weird selling right now, that's understandable. There are a lot of problems in the world. This is a crisis, and it's serious. But when it comes to you putting out an offer, don't you think we need to give the recipient of the offer the dignity to decide whether or not they want to



purchase something versus not make anything available under an assumption that we just don't know.

We don't know if it's true. So if we think now's not the right time, we're making a decision for all the people who follow us, the thousands of people in some cases that we know exactly who they are and what they want and that we know better. So I would rather just democratize the whole thing, make available what I have, and it's what people do.

So I think that we can't control everybody, and there's no right or wrong way to go through this. It's unprecedented. So we can just do the best we can as business owners, show up, do the things. This is going to be drawn out from the accounts that I'm hearing. So it's not something that we can just focus on 100% of the time. We need to purchase things. We need to do things that make us feel good.

We want to buy courses, update our skills, add to our home, add to our closet, whatever it may be for that day where we all run out into the street and hug each other, which is imminent. So I think it's responsible and anyone who has judgment probably around it and criticizes you-I've received criticism too-is probably just in a position where they're navigating. They kind of don't know what the best thing to do in their life right now maybe so they like to have an opinion on what you're doing. And it's got nothing to do with you.

Tracy: Yeah, I think that's so interesting. We had someone comment on one of our ads like, "I can't believe that you are trying to help people make money right now. You should be making masks instead." And I just think that that's like, "Well, that's not really my skill set. I'll leave that to the people who know how to make masks." But how am I going to make masks? I don't know how.

Susie: Right. Right.

Tracy: I don't have a sewing machine or the tools or utilities. And I think a lot of this stuff comes from people just really operating out of fear of the unknown and what's to come, and also probably kind of touched on this earlier, an over consumption of media because there are places in the world that are really hard hit, like our hometown, New York City where we both lived for... Where I still live I think. I don't know.



Not for the moment, but hopefully at some point. I Am really hard hit by this, and so I'm not trying to discount the tragedy that's happening. But also I think that news consumption and hearing over consumption even on social media, if you're binging on social media all the time and stuff like that can really have an effect on your overall spirit and how you feel about things and your fear level. And it's hard to kind of be proactive when you're operating only from a place of fear and you can't get out of it.

Susie: Absolutely. And we so rarely just advocate our power. We're like, "Well, this is going on. So we have to consume everything." Is that true? I mean, the question, is it true? And I'm not sure. I've watched various kinds of news cycles, a lot of the information's just repeated. Repeated, repeated, repeated. So responsible citizens do our parts. The updates you can check once in a while, very little changes even just day to day at the moment. And so we can't blame it. It's easy to also be like, "Well, it's everywhere." I mean, right now my house is... Nothing's playing. I'm at my computer. I've got a lot of work to do, and it can't affect you if you're not seeing it all the time.

Tracy: Exactly.

Susie: And to take full responsibility and accountability for what it is you're allowing in because no one can force you to consume something. No one can force you to really do anything. So I would just remember that this is a very... You're powerful when it comes to where you're directing your focus.

Tracy: I love that perspective, and I've been so busy trying to support members of our community and record emergency podcasts and all these things. I'm calling them emergency, but just reorganize our entire podcast schedule that was already mapped out for many months in advance just to deliver content right now that's going to be relevant and help people. And so with that being said, I haven't even had time to look at the news. I literally do a quick update or I text my sister who's still in the New York City area what's going on there. I text my neighbor, do a quick look at the news because first of all, it doesn't do me any good to spend too much time doing it. But also, I don't feel good after I read the news.

Susie: Right

Tracy: It keeps me from doing what I'm doing best right now, which is serving people that I serve.



Susie: And that's the most important thing that you just said. It doesn't make you feel good, and guess what feeling good is your biggest priority, everyone's biggest priority. Plus fear weakens your immune system.

So think about it, it's not responsible to make yourself afraid or to let in fear all the time. It's not going to make your body strong, and the best thing we can do right now is be in our strength.

Tracy: Yes. And strong immune systems. So how do you know... We talked a lot about fear, operating out of the wrong layer, being so worried about what people think about you or worried about, as your book title says, your likes. How do you know if you're out of alignment or that if your beliefs are off, if you're not really operating from the right place?

Susie: I think when it comes to beliefs and often we don't even realize their beliefs, it shows up in the form of thinking or saying to yourself, "That's just how things are," "This is just how it is," or, "That's just the truth." When you think about it, very few things are true, like true, true, true. Everything is an interpretation, everything is a perspective. Think about it, everything. I mean, again, this is why we're so powerful because we get to put our own stories around what's happening.

And one exercise I have in my book is around kind of investigating your beliefs. So you have this examined life, and often we don't really know what we inherited from our parents in a lot of cases. And it's not to criticize our parents. They had parents too. It didn't even start with them. But sometimes we just take for a fact a belief about something that isn't helpful for us. So we might have a-

Tracy: Can you give me an example?

Susie: Yeah. I'm thinking that rich people are bad or men or women or a certain group of people can't be trusted.

Tracy: Yup. This is really good. Can I share with you some stuff that I've been working on this year?

Susie: Yes. Oh yes, please do.

Tracy: So I was in Hawaii, which I think you know about, at a women's mastermind in November. And Lee Richter, who I think you know as well, Lee was there, and she was doing a presentation for all of us. And she was talking about money beliefs, and I interviewed her on the podcast around



the new year about how we carry these money stories about our family that are basically picked up from our parents or from society or upbringing. And the best way to change it is to really be able to identify what those stories are.

So I had this belief for a long time that money's really easy to make but hard to keep, and I realized once I finally did that process and identified that money story, once you kind of are clear and honest with yourself what those things are and you kind of address it and flip it, what you want doesn't start coming to you until you can actually get to the root of what that is.

Tracy: And another one too is I had this belief that there weren't good men. And it wasn't until I cleared that belief that Jason came into my life, and he is like the best guy ever. And you know me for a long time and you see me date a lot of different guys.

Susie: Yes, I have. And there's nothing wrong with that. It's your journey.

Tracy: Yeah

Susie: But it's fascinating. See, the beliefs that you had, and we all have some form of belief that might be a little bit wonky in terms of just the fact that it's not helpful. It's not making our life better. But let me say if you're investigating your beliefs, you're in the top 10% of people. Most people never do this ever, ever.

They just, again, think this is fact. This is how it is. It's just the way things are. It's the truth. And so when it comes to understanding what your beliefs are, just a really good practice is to look at what area in your life is and where you'd like it to be. You don't feel satisfied. Maybe it's your health, your income, your relationship status, whatever it is. Understand where my area is just no matter how well I'm doing in the other areas, it's just not happening for me here. There's something just like a little off here and I don't know what it is.

Susie: So I just do a very simple exercise about your issue. Say it's money. Just write down what I believe about money. And it might surprise you what can come out. I love to do this exercise with people because they'll be like, "Well, money is greedy, and money means that other people have less. And money means that people can take advantage of you." A lot can come out. And this happens in any subject, any kind of area of our life.



And then you look at what you've put down, and you're like, you question your statement. You say, "Is that true?" And then you look for evidence on the contrary. So it's like, "Well, if I have money, I couldn't also be in love. And I couldn't also be thin." Or whatever. We can't have it all. Our beliefs, we have to be suffering somehow.

Tracy: One of my favorite ones that you said is that if I have money, then someone else doesn't because money is infinite. Who says there's a limit or quantity of it? That's the thing that's so interesting.

Susie: Exactly. And think about it

Tracy: Poverty belief right there.

Susie: Yes, and think about it, is that true? For example, just say you're really healthy. Would you say, "You know what, I've been healthy for so long, it's time for me to be sick so somebody else can be healthy."

Tracy: No

Susie: Right. You're not robbing anyone by being healthy. You're not robbing anybody by being in an abundant place.

Tracy: If you're willing to go there, what's one of the biggest beliefs that... The beliefs that weren't serving you that you flipped?

Susie: Oh, I mean, so many over time. And I feel like I'm still doing it. There's always this process of uncovering. So I think there's never a time. Your beliefs change and they get better, but still they can always improve. I think a belief I inherited from my mom was, and I mean, she had a very different life. She grew up in communist Poland. She was born like during the war, and she always had this belief like the world is very dangerous.

Tracy: Oh.

Susie: The world is dangerous. People will get you. Everything is uncertain. You can't trust anybody. We just have to be in this kind of place where we're just surviving. Life is like survival. If you're a survivor, then that's the best you could do. Just make it through. And I have to release a lot of that, and also sometimes I think that the beliefs that we question are great because they actually make us the... If we're willing, it can make us quite bold.

Tracy: Yeah..



Susie: So then you move around, you get married, you get divorced, you get married again. You do the things because you're constantly always testing. You want to be testing your beliefs and seeing if they are true. And I feel as if understanding that people are good, and the world is safe. Not to be naïve, there are dangerous things in the world. But certainly the world is safe. The world is friendly. People are good. I'm allowed to have a successful life, not just like a survivor's life. And that's why I'd always read so many books and consume other people's stories and look for evidence that supported the belief that I wanted to cultivate.

Tracy: Amazing. Amazing. Susie, tell us a little bit more about your book and where people can get it.

Susie: Yes. Well, everywhere books are sold, and you can also head to [stopcheckingyourlikes.com](https://stopcheckingyourlikes.com) and there's a big bonus that you see bonus to before the end of April. So it's at [stopcheckingyourlikes.com](https://stopcheckingyourlikes.com). You can check that out. But also, yeah, anywhere books are sold. And it's essentially debunking a lot of the myths around how you can become successful, how you can experience freedom, making your inner life button the loudest, trusting your intuition, and knowing that you're allowed to be, do, and have whatever it is you want and it doesn't have to be this big hustle, strive.

You can also kind of relax your way there more than you think, and you're supposed to be having a lot of fun along the way too. I feel like we love to push fun out the window, think it's irresponsible, thinking spontaneity and playing, all these really gorgeous things aren't for us when they're absolutely for us. And if you get through to the end of your life without really enjoying it and having fun and good relationships and pleasure, then they'll be regrets there.

Tracy: That's amazing. Susie, thank you so much for being on the show today. I know this message is really powerful and people need it right now. So go grab Susie's book Stop Checking YouR Likes. You can head on over to [stopcheckingyourlikes.com](https://stopcheckingyourlikes.com) to get that bonus that Susie's offering, or you can just purchase it wherever books are sold. Always a pleasure, my friend.

Susie: Thank you so much, Tracy.

Tracy: Thank you so much for listening to this show today. If you haven't done so yet, make sure that you go buy Susie's book. We're going to have a link in the show notes over at [flourishthriveacademy.com/247](https://flourishthriveacademy.com/247). You can also grab



it over on Amazon.com. Of course, *Stop Checking Your Likes*, pretty amazing book. Hot pink cover.

And I wanted to remind you that if you are ready now to actually maximize this time that you're spending inside in quarantine, work on your business a little bit more, get stuff implemented that is actually making sales right now so that you can really keep your business going, keep the livelihood up, keep things moving forward, then I'd love, love, love for you to join us for the Training Your Customers To Buy From You Online Intensive. You can head on over to [flourishthriveacademy.com/tyc](https://flourishthriveacademy.com/tyc) to check out all the details and to apply.

This is an application process, and we do this for a very specific reason because we are curating a very small group of people and want to make sure that you're ready and you have the fundamentals in order. So if you already have a website up and you're really trying to get better conversions or skill, the actual sales that you have now so that you're maximizing those to be making sales of high four figures or five figures on your website, head on over to [flourishthriveacademy.com/tyc](https://flourishthriveacademy.com/tyc), get your application in today because we are starting on April 16th. And you want to jump on a call with our Business Accelerator Specialist Natasha right now to make sure that you save your seat.

Thank you so much for listening to the show today. If you know another jewelry maker, an aspiration product business maker, or anyone who could use a little uplifting and inspiration in business advice, please share this podcast with them. Sharing is caring. And that's how we get the word out about the show.

Thanks so much for listening today. This is Tracy Matthews heading out until next time. See you next week.

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