

## Ep #271: Wake Up to Your Full Potential: A Mini Hype Sesh



### Full Episode Transcript

With Your Host

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Welcome to the *Sincerely, Future You*, a podcast that helps ambitious women like you make decisions today, with the future you in mind.

Do you ever just have those weeks where you are so clear about your future? You're so clear about where you're going and you're just like, yes, let's do it. Let's go. And then the people around you are saying like, yes, totally. I want to go there with you. I have this goal too. I share this dream. But then they're moving slow.

It's kind of like I'm getting my kids ready in the morning, and I'm like, okay, the bus is coming. And they're like, yep. And you're like, wait, yep? Because if you understand the bus is coming, you would be standing, you would be putting your shoes on. You would be brushing your teeth. You're not doing anything. You're doing something completely contrary to the way you would be showing up if you really did believe in this future.

And sometimes, I think, and especially I love the parallel of watching kids do things because they're kind of in their own world and they're looking at what's right in front of them. And they're maybe focused on something that doesn't matter, right? Or we say it doesn't matter. Actually, maybe sometimes kids get what matters even more than we do.

But what happens is that they're looking at something that's taking a lot of their attention, that's distracting them from the goal of where they want to go. They actually want to go, or where we actually need to get. And that's what I see so many of my students do, so many of you out there that like are already killing it, but you have this other thing that for some reason you are distracting yourself with smaller things.

You are distracting yourself with details and questions of like, how should I format this? And well, this person commented this, or this client didn't really love this one feature. So I'm thinking about changing my whole thing over here. And I'm like, wait, what? Like that does not matter.

## **Ep #271: Wake Up to Your Full Potential: A Mini Hype Sesh**

So anyway, today we are going to break our typical format because as you can hear in my voice, I have been sick for about a week. It will not go away. And I want all of the energy that I have always to go to the most important thing. In this podcast, we talk a lot about time management and money management and balance. We talk about having a future that you really desire. And one of those really key habits is being able to make sure that the most important thing stays the most important thing. And that is always my energy.

And my energy is going 100% to my students right now. It is going 100% to my mastermind, to my mission clients, and to pouring all of my creative juices into Bold Move Bootcamp, which we are in the middle of right now. You can still join. The link is in the show notes. So I decided we're not going to recreate a whole concept in a whole episode this week. And I'm saving an interview for you guys that's coming up that's going to be so juicy with one of my mastermind students.

And I was like, no, we're going to just go into the bank. And permission to do this, right? Like, where are you letting your routine make things hard for you when you have to break routine? Like when you're sick, when you're grieving, when someone is out. How can you make things simpler? It's such a high-quality question. Where are you just saying, well, this is the way we do things and taking that at face value and not prioritizing what really matters and trimming the fat.

So we are instead going to give you guys an inside listen at an opening impromptu speech that I gave my mastermind students a week ago. Because I believe that my purpose here on earth is really to wake people up. There's a reason why I curse and why I say weird things and why I talk about death and why I talk about my divorce and why I talk about deeper things that other people aren't talking about, maybe on a daily basis, that it shocks people.

It's why I'm drawn to fashion that's a little bit extra and eccentric and why my brand colors are neon. Because to me, my whole purpose, my whole being here is to wake people the fuck up. Is to say, "Oh my gosh, all right, do you realize that this is it? This isn't a dress rehearsal." And I was feeling that, and I've been

## **Ep #271: Wake Up to Your Full Potential: A Mini Hype Sesh**

feeling it a lot lately. Even though I am slow moving myself right now in this sickness, I'm still just like, oh gosh, yes, this week. We have this chance, this opportunity. What conversation needs to happen? What moment needs to be kind of broken open?

Where do we need to just get ahead of it? Where do we need to shake things up? And so I'm sharing with you this quick hype sesh that I gave my students before we got into coaching because I know that when people are physically feeling more alive, when they are, "Ooh, what? What did she say?" Then they are more open to receiving and hearing something in a way that they weren't able to receive before. Because when our body is connected, your consciousness really is connected to you being able to receive it and you are the most primed to receive things when you are activated, when you are feeling it. Okay?

So this is already a bit of a hype sesh, even though my voice is hilarious. But without further ado, you are going to hear this behind the scenes of me with my mastermind. And then I hope that you are already inside Bold Move Bootcamp and we're moving and shaking together over there. I can't wait to give you the updates of what came on the other side of this. I do think it's one of the coolest little offers that we've put together here because it's really the core of what life is all about. It's the core of what has moved me to every new chapter of my life. It's this boldness, this type of movement, and once you do it, it becomes addicting.

So enjoy this episode and then come and shake yourself awake. Like as much as this episode, I hope it shakes you up. I hope it makes you feel like, woo, all right, let's go. And then you go back into your routine, do something, make a big move, make a big commitment, go into a different space. Come and meet us in real life. We are going to CEO Summer Camp in a couple of weeks and there are commuter spots left. This is going to be the space where you are surrounded by the most interesting women in the world, where you remember what makes you the most interesting woman in the world. And they're all baddies with cool businesses.

[Sincerely, Future You](#) with Jessica McKinley Uyeno

## **Ep #271: Wake Up to Your Full Potential: A Mini Hype Sesh**

But it's more than that. It's deeper than that. And these types of spaces, things come out of here that you can't really get sitting behind the screen. Even though I feel everybody's energy and I love my weekly calls with all my students and my monthly calls with the mission members, but there is something about being immersed.

People don't do this for themselves. People don't put their phones away and step away from their routines and allow for space and silence and energizing and questions to flood in and answers to pour out and sisterhood to really happen. And that's what's going to go down in the Catskills, June 3rd to the 5th. I hope to see you there. All right, enjoy this little tiny hype-isode.

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Sometimes I feel like my job is to just wake people up. Constantly, every day, every week, it's slapping you across the face, splash water on your face, whatever it is. This is our one life. It's all a game. We get to play. We get to wear alien costumes and let people think we think it's Halloween every day. We get to play. We get to have imagination. We get to look at what has been presented to us that maybe isn't the thing that we wanted to be presented to us.

We get to look at an experience that we wouldn't have asked for and said, "You know what? If I am going to open my front door wide open to the full aliveness and experience that being an entrepreneur, having a business has to offer, I can't say yes only to the good things. I have to say yes to the things that will grow me. I have to be willing to live on the edge of life."

I have to be willing to take risks, to be the one that goes first, to be the trailblazer. I have to be willing to be that version of myself because no one's going to do it for me, right? I have to be willing to be unleashed, to say I'm the best at something, even though maybe there are other people that also do it pretty good. And who cares, right?

Do you have the audacity to believe that you are the best? Do you have the audacity to believe that you're going to make it to your goal, that you are going

[Sincerely, Future You](#) with Jessica McKinley Uyeno

## **Ep #271: Wake Up to Your Full Potential: A Mini Hype Sesh**

to blow your mind with what's possible when what you're looking at right now feels impossible? You're looking at it and you're like, "I don't know how. Does not compute."

And it's okay, brain. We are not a computer. We are human beings and we are also so freaking powerful because our thoughts are what create our results. So, yeah, if I keep trying to look outside of myself for evidence to decide what I can think today, we're going to create a whole lot of the same stuff we've always created.

To create something new, we need to think something new. We need to believe something new. We need to innovate. We need to move ourselves and our bodies and our energies. We need to shift them. We need to shift our identities constantly, not just once, not just by saying yes to being in Masterful CEO \$chool, not just for coming to the retreat, but every day. On the days when it doesn't feel good to do it, on the days when you don't feel it, you're like, "Shut up, Jess. I don't feel like smiling right now." You get to really own your energy, own your future by owning your mind. I know that was a bit ranty, but I think we all just needed it.

Hey, happsters, if you want to learn more about today's topic, head over to [SincerelyFutureYou.com/podcast](https://SincerelyFutureYou.com/podcast). If you're a business owner and you're resonating with what we talk about here, what are you even doing? Come hang out with me, over where the party's at, on Instagram, @jessmckinleyuyeno.