

Ep #34: Protecting Yourself From Negative Emotion Is Stopping the Flow of Money



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With Your Host

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[Fun Money with Jessica McKinley Uyeno](#)

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The average person is unwilling to feel what it takes to have unexpected and what other people would refer to as impossible results with your finances. They're just not willing. They're not willing to feel whatever it takes. And I remind myself on the daily basis that I'm just willing to feel heartbroken and disappointed.

I am coming at you guys super raw today. I had a different episode planned for you, and as we know about plans, they don't always go according to our plan. I wanted to be sharing with you a celebration, which I will eventually be sharing with you, but today is not the day. And I am reminded over and over again about how important it is to share with you guys the behind-the-scenes of what it takes to have these insane, insanely beautiful, most interesting experiences happen to you.

If you want a life where you are traveling and you are leading big groups and you're speaking on big stages, and you are able to make insane donations, and you are able to earn six figures in 24 hours, and you want to have an investment portfolio that gives you the option to FIRE—Financial Independence, Retire Early—so that you can just do your work and really prove to yourself that this is work that you would do whether you get paid or not. And then choose to get paid, of course, because we love the transaction of a currency. It is a current—it's electricity, it's how we continue moving and saying and affirming, "Hey, I value this. Hey, this is value," so that we have accountability to show up so that we move forward in the world and vote with our dollars.

So today, I really want to talk to you about the opportunity you have to say yes to feeling bad, to feeling negative emotion on purpose. Last week's episode was about being financially optimistic and entertaining the question of, is this naive to be financially optimistic, to say, "Okay, I believe that I can create this result, and I can hit this goal," and to start talking about it publicly, to start placing bets on yourself and investing money.

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Well, in the process of creating these big things, you cannot say, "I want all these things," and then try and simultaneously protect yourself from the emotional experience of it. Because the truth is that you are required to collect failure along the way. And I'm going to give you some examples in my own life so that you can really ground this principle and so that this can stop being just this hypothetical concept to you. Because if you are not open to being heartbroken, you're going to miss out on so much fun when it comes to your money. And you're going to create average results because the average person is unwilling to feel what it takes to have unexpected and what other people would refer to as impossible results with your finances. They're just not willing. They're not willing to feel whatever it takes. And I remind myself on the daily basis that I'm just willing to feel heartbroken and disappointed.

So here's an example. Recently, my husband and I had the kids for the weekend, and the weather was beautiful out, and he was like, "You know what? There's some open houses in the neighborhood. Do you want to go?" And I was like, "Yeah, let's do this." And so we packed up the kids in the car, and we just went on a little open house tour. And the first one we went to was this house that was a little bit outside of our budget. It was a house that was going to need quite a bit of vision and work, but something happened to me when I walked inside this house. It was like, oh, I couldn't help but see it. I couldn't help but feel it. I couldn't help but fall in love with the vision. And this is who I am to my core. I'm someone who builds my future from my future. Once I visualize something, my brain starts doing the work to see, well, what would it take to have this become a reality?

And I see all of the obstacles in the way, and then I say, "Okay, well, what would it take to solve for those obstacles?" And then I just go one by one by one. And this is a practice that I teach my clients inside of the mastermind, The Most Interesting Women in the World is, okay, what is your life and your business going to look like that's different from the way it is now? In some cases, this particular round of the mastermind, I helped

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one woman—she's already a very successful coach, has been since year one when she made multiple six figures in her first year as a coach. But in a lot of the cases, she was doing and facilitating groups for other companies, for other people, running retreats, but for other people. And she had not created a ratio in which the majority of her schedule looked like her own group, and she was still doing a lot of one-to-one, a lot of dollars for hour trading.

And so we began to shift that. In other cases, it looked like people saying, "Oh, okay, I see that it would be really cool for me to create six figures in one day." And so two of my clients did that. Two of my clients created six figures in one day this round. It's so fun when you see something outside of yourself, you see this vision, your brain's like, "Well, that's not possible." How do we know? We haven't done it. Just because you haven't done something doesn't mean it's a good reason not to go for it.

And once you make this shift, once you are willing to feel inadequate, to feel doubt, to feel uncertainty, to feel the sting of failure or embarrassment when you've set a deadline for this and you just had no idea how to market it or sell it the first time around and it doesn't pan out, and then you hit the pavement again, right? Once you realize and you stop making this a problem, the whole process, once you stop trying to protect yourself from disappointment, once you open yourself to being heartbroken and being wrong, you open yourself up to the opportunities that are going to change your life.

And so I brought up this house that we saw, and I started saying to my husband, "Wait, what would it look like for us to actually buy this house? Is that something—is that a possibility for us?" And we started looking at the financials, and we started looking at what it would take to put our house up on the market in the next two weeks and what it would take to get approved for a loan, and how much cash we would want to put down, and how much work it would actually take to take this quote-unquote fixer upper that is

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already priced above what we were looking for in a house, and what would that would mean for our life.

And all of a sudden, I just had created the entire year of what it would take in my mind in about 72 hours. And he could tell the way I started talking about it, it was as if this house is already ours. Now, so many things and the fates have to align for this to work out, and I am not naive to that. I am aware, right? Last episode we talked about being optimistic and financially optimistic, the contingency that our house will sell at the price that we wanted to sell at, and that this house will come down a little bit, and that it's going to all work out perfectly. I understand that there are a lot of moving factors. However, however, when my husband said to me, "Listen, I worry about you being devastated and being heartbroken if this doesn't work out. Like, don't get too far ahead of yourself."

And I was like, "Why would I ever do that? Why would I ever not go all the way into my vision and to my dream for the life that I want? Why wouldn't I play in fun with my money right now before even spending it?" Because that is the confusing part. We think that our action of spending money, of investing money, or the result of earning a certain amount of money is going to make us feel a certain way. That is the biggest lie. Our actions, our results, that's not what creates our feelings. Our thoughts create our feelings. I want to continue to encourage you all in your financial wealth journey to play inside of your mind and to go all in on the future that you are building before the evidence stacks up in your favor. Stop trying to protect yourself from the negative emotion.

I just said to my husband, "Listen, I'm willing to feel heartbroken. I've let myself visualize and envision my son's graduation party from high school being there and him driving away from that house. I've envisioned Christmases with our whole family in this house. I've envisioned it as a forever home." We have not even officially put in our bid yet. We're going to today. By the time you hear this episode, we could have already lost this

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house. That is how willing to feel negative emotion I am. I'm willing to feel the quote-unquote potential embarrassment and heartbreak of by the time this episode airs and people are listening to it, this is not even a potential reality anymore.

That's how willing I am to feel the positive emotions now, understanding that there's—the worst-case scenario is really just a feeling. This is why people—and I talked about this inside of my program, the mission. So if you're one of my students, this is going to sound familiar, but one of my favorite quotes one of my mentors said to me, and it totally rocked me, is you don't get what you want, you get what you expect. And I was like, whoa, yeah, that's definitely true. Like what do I expect that has completely put me in the running for financial opportunities that other people just don't expect or even outside of money, right? I expect love to be everywhere. I expect love to be easy and love to be this beautiful experience, and so therefore it is. And even though it is emotional and messy and it is full, I have that experience and it comes to me easily.

So when it comes to your money, I am asking you this question of where have you blocked yourself from taking action, from saying yes to an opportunity, from—maybe you think you're going to jinx something or you don't want to celebrate it yet because the money's not in the bank. I've had clients say that to me yet. They're like, "I'm struggling to celebrate this." Even after something does happen, they're struggling to celebrate this because they don't yet want to let themselves believe that this is the norm for them, to protect themselves from, what if this is a fluke? No, what an absolute waste of your wins.

So I said about this quote, it's so powerful, of course, because once we realize, "Oh, okay, we don't just get something just because we want it, we get something once we begin expecting that," we'll show up differently. But this is the crux, right? Why is it that people don't expect the things that they desire? Because most people aren't brave enough. Fortune favors the

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brave, which is something I said in last week's episode as well. But in order to have this fortune that you want, you have to be brave enough, not just to take the action, but why don't we take the actions that we know we need to take? It's actually all because we're trying to avoid feeling a negative emotion. No. Be willing to feel whatever it takes, or be willing to stay average. Be open to being wrong on the way to getting everything in your most interesting life.

And people will say, "Be smart about an investment, right? You don't want to get emotional. Business isn't emotional." No, business isn't personal, but it is absolutely emotional. And it doesn't mean that you can't be smart. Whoever told you that being a human being is not being smart? Probably a man. And it's okay. We're allowed to have different approaches, but women are emotional, more in touch with their emotions about what they are going after, and this is a beautiful thing. So if you are a CEO, if you are someone who is building their future and you want to get excited, get excited, even if it doesn't work out, right? Be financially optimistic, and then be willing to be heartbroken and disappointed. Don't make yourself wrong for going all in on your future.

Think about this. What's the most fun part of playing a game? Is it winning the game? Some might say yes. Or is it playing the game? And right now, I'm just playing so many games right now. And I'm going to win some and I'm going to lose them. But I'm going to play more games than the average person. And if you're financially optimistic, right? It means that you understand odds, that you understand if I just play more games, I'm going to win more games. And if I have fun while I'm playing more games, it's going to train my brain to make it easier to say yes to another game because I'm not so attached to winning the game. I'm just having a good time, and that's what we're here to do.

Now, some people will say, "Okay, but I don't actually think that it's good to be attached to something emotionally," right? To be attached. We want to

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not be attached to a result that we're looking for, a goal, a financial position, a particular client working out. But here's the difference between being attached and being willing to feel a negative emotion, being willing to be disappointed or heartbroken. If and when this house doesn't work out, I will just immediately surrender and process it. I'm not going to resist the fact that it happened, but I'm going to be sad. I'm just going to be sad for a second, right? Is that all good? Is that just the truth of what I feel?

And I've had this happen with launches. And I hope that you've had this experience too, where you have gotten really clear about what you expect out of yourself and out of your launch. Or maybe you've gone to a networking event and you've poured yourself into connecting with people, and you were like, "Oh gosh, that girl will be such a good client. I can see it." And you told people, "Hey, I think I can help you with that. Here's where we could go." And then no one ends up joining your service or no one ends up buying your product.

It would be very odd for you to just be like, "It's fine." I'd be like, "Fuck, damn it. Wow, I feel for her. I'm devastated for her or for him or for these people. Like, oh man, I really thought I nailed it there. Okay, what next?" You can have the feelings and you can surrender to what's real, and then also partner and love the reality and be like, "Oh, but the truth is, there's something I'm not seeing here. There's something that's bigger than this that's protecting me from this."

And my mom was reminding me about how they had this house that they had built from the ground up, and then—I totally forgot about this. I was about seven years old—and then it ended up not working out, and they ended up like having this house that they spent so much time and money and effort into and it didn't work out. And she's like, "And thank God because you wouldn't be married to Mark Uyeno right now," my husband who I went to high school with, right? Because we ended up moving to a

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different town. And there's something bigger sometimes in the lesson, right? Rejection is your protection.

So if you are noticing while you're listening to this episode that there is a piece of you that has been playing small because you are trying to protect yourself from feeling a negative emotion, this is your call out. This is your opportunity to start actively saying yes and start actively going all in and envisioning and having conversations about your future and what you're coming for, even before it's all buttoned up. Okay?

So I'm in the mess and the disappointment of some things, and I am in the absolute tidal wave of momentum in some other things. There are some very exciting announcements coming on this podcast about my own fun money journey. But I just had to share with you that the journey there every single time is 50/50. That there is just everything that I have right now is because I'm willing to just surrender to this process of like, "Oh shit. Oh yeah, this part hurts. Oh yeah, this part is not happening the way that I want it to. And oh yeah, I'm okay. I can still be a leader and a master, and I can still be someone who is absolutely successful and celebrating while also being someone who is in tears over something not working out and for someone who is disappointed about the timeline because I am eager to see the plans that the universe has for me," right?

When we are in this co-creating process, I've surrendered to it. I understand, but it's okay. It doesn't mean that you're not valid for being worked up or being human about the fact that you put your all into this and then there was a different answer than what you wanted. I think being a singer my whole life, being an actress, someone who has been on countless and countless auditions and can be so proud of the audition that I gave and then just being like, "Oh, it wasn't my role to have. It wasn't my time to get this break," is like just the absolute conditioning I needed to be a rockin' entrepreneur. So if you just haven't had that, let entrepreneurship be

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the thing that initiates you to the next level of your money. Be willing to feel whatever it takes.

That's it for today's episode of *Fun Money*. But if your brain is buzzing and you want more, come hang out with me over on Instagram, @JessMcKinleyUyeno or visit us at FunMoneyPod.com because that's where the real magic happens. Until next time, stay bold, stay interesting, and for the love of God, go do something fun with your money!