

Ep #274: What Is Your Time For?



Full Episode Transcript

With Your Host

Jessica McKinley Uyeno

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This podcast is about building our futures from our future. And in our future, we have more money and more time. But for what? One of my favorite spaces to coach my genius women business owners in is this space where they've done the work, they've scaled the business, they've earned more by working less, and now they feel itchy in the white space.

They've undone the idea that they had to work more, harder, crazier in order to earn more. But what they haven't thought deeply about is one of my favorite high-quality questions, one of my favorite HQQs: What is my time for?

And if you don't stop to answer this question, you'll get stuck in what Dan Sullivan and Dr. Ben Hardy refer to as the gap. 10 out of 10 recommend the book *The Gap and the Gain*, where you're confusing the future for being better than the now. And you're not able to just be where you're at, to see the point of all this glorious failure collection. Why? Why? Why are you doing it? What is your time for?

You're listening to *Sincerely, Future You*. This is your host, absolute psychopath and massager of time, Jess McKinley Uyeno, and this is episode 274.

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

'Sup, fam? I am itching to tell you guys about something that's coming. Like four people know about it, which is basically zero for a normal person because I am horrific at keeping my own good news secrets. If I got you an amazing gift for Christmas, I will probably just accidentally give it to you three weeks before and then have to get you something else.

But for my own sanity, I'm going to tell you something. I'm going to tell you that a big change is coming with this show. After almost 275 episodes, I have something new bubbling up and bigger conversations that I want to have. And it's going to be fun. That's my teaser. That's my little Easter egg. It's going to be fun.

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But for today's episode, I wanted to get deeper with you about time. So many of my students hire me to master their time, and there are some strategic pieces to it, right? Scheduling, advanced decision-making, reverse engineering, deciding from your future, failure collection, and some philosophies: loving what is, being in your own model, making room for other people to be confused, high-quality questions, the let go, useful identities versus true identities.

I teach my clients all of this, and they subsequently use the philosophies and the strategies to be able to relax into the game of growing their business. And most people hear the word relax and they think like, "Oh, you want me to slow down." And it's actually not true at all. I want you to slow your brain down. I want you to be where you're at. And I want you to spend your time, the only time that you get on this earth, the way that you really want to spend it. And I think most of us get out of the conscious thinking about how we want to spend our time.

Seriously, one of my clients, Nicole, just celebrated her highest revenue month of \$120,000 in a month. But that wasn't the win. In our corner of the world, we celebrate more money in less time. More money is actually, we go, "Oh, okay, more money." Like, how did it feel? How did it look? How did you spend your time to create that result? And she said her and her team did it working 14 days the whole month, which was a record low in terms of hours, in terms of days. Are you kidding me? This is the shit that lights me up.

If you haven't joined my world, I encourage you to jump right in the mission today. This is where you come for this type of transformation with time and money. Go to sincerelyfutureyou.com, come be transformed. Or you can jump in with Nicole in the mastermind, which just opened for October, and we announced that the included retreat will be in Costa Rica again. I am enamored with this country. There's just so much vision I have for my people there. I really let the decision about where we're going to go come to me intuitively, and I just felt like I really wasn't done when we left the last retreat. And I was just like, I'm being called back there again. So, these trips tend to sell out, so come and secure your spot.

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Okay, take a deep breath, will you, for me? Like, oof. Let's talk about this stunningly simple question. What is my time for? Mark and I are watching Succession right now. It's a show, I love it. Absolute psycho billionaire family business. And the patriarch of this family is in his 70s, and he is always stressed out of his mind. Like, he has no interest in really coming out of the CEO role, even though they are always talking about it, and he keeps delaying it.

And Mark was like, "It's so crazy. Could you imagine? They're billionaires, and still, they can't relax." Right? Most people think, "Oh, more money will allow me to spend my life in this peaceful state, in the state that I want to." But we know that's not true. We know intellectually that's not true, and yet we still fall for it.

And I was like, "Yeah, well, this character, right? He's tied the chase, the power, the deals into his identity." He doesn't know what his time is for. He doesn't stop to think about that because he thinks that means he'll be slowing down, and therefore, what? I don't know, right? Power, power, power, chase, chase, chase. Although I imagine that his character would deny that he doesn't know what his time's for.

And while I personally love playing with money and the idea of a billion dollars, I don't know. It kind of, I'm like, "Ooh, cheeky." I don't know, maybe a billion? Like, let's see. I love setting big goals. I love investing. I love seeing other women play big in money. I just celebrated one of my peers having her second \$400,000 month in a row. I'm so inspired by it, right? To me, money isn't really anything, though, without the context of time, without celebration, without playfulness. And what my time on earth is for is very precious to me. It's very important to me. And I do not mistake my priorities. Money is there to challenge me, to stretch me, to, you know, keep me in, in flow with the other things that I want, to continue to give me more options, to inspire me, to push me to become a next-level version of myself. But I'm not here to chase.

So what then? Right? There are no right answers here. This should sound totally different for you as it will for me. But I'm going to just give you a free-flowing list of what my time is for. I find that whenever I share with you my own quirky examples of, you know, I've done episodes where I'm talking about bucket list

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business ideas and interesting ways to spend my life and to spend my time. And every time, I always get a flood of people being like, "Oh my gosh, I was so inspired and I really realized, oh, this matters to me." So, don't use my list as a list of like what you should be spending your time for, not at all. This is just to get the juices flowing for you.

And when you finish this episode, I recommend that you just leave yourself a voice note in your memos section of your phone, or just grab a pen and paper. Do it off of the computer, though. And make your own list. Have fun with it. See what comes out of you.

My time is for: Making things more fun. Deep conversation. Receiving and giving an amount of money that makes most people uncomfortable. Failing. Watching my kids develop personalities. Falling in love with made-up characters and talking about them like they're friends or ex-lovers of mine. Observing an injustice and doing more than bringing awareness to it. Making the rooms I enter brighter.

Exploring charming towns, including my own hometown. Being a regular at restaurant bars with vibes. Challenging people who want something but say it's not realistic. Showing people how to play with money. Showing people how to mold time. Telling good stories. Listening on the edge of my seat to good stories. Trips with old friends. Debating. Celebrating. Crying over a really good meal. Pushing myself physically. Listening to strangers' deepest fears and desires and then giggling when they all tell me, "I don't know why I'm telling you this. I've never told anyone this."

Being playful. Telling stories like they're movies, especially the story of my own life. Quoting obscure movie quotes in public with my husband and then locking eyes and knowing everyone thought we just made that up. Learning how to be still and quiet with myself. I guess this will be a lifelong practice for me. Being the rising tide for my husband and supporting his vision.

Being a role model for my children, including how to do the messy bits, like how to be sad, and how to have difficult conversations, and how to lose with dignity. How to not take yourself so seriously. How to be a living, breathing contradiction.

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How to make room for people to misunderstand you. How to be wrong. How to listen to your heart, even when it's hard.

My time is for being transparent like glass with my numbers and strategies and emotions while I'm experimenting in business and in life. My time is for trying all the sauce, extra sauce. Sauce is my favorite food. My time is for looking at pretty aesthetics and just soaking them in.

My time is for fashion that's more like wearable art. For expanding my emotional vocabulary. Forgiving myself and others. Learning new ways to use my brain. Forming my own intellectual property. Selling. Asking myself high-quality questions. Using money to bring my values to life. Seeing the highest potential in people. Investing in something that has ripple effects.

My time is for week-long, unplugged, noisy trips with family where I don't shower or change out of sweatpants for a whole week. My time is for having the most holiday spirit on the block. For helping people realize what matters most to them. Helping women move in the direction of what matters to them with ferocity. Using my voice to sing, to speak, to record these episodes that will live on for future humans to consume.

My time is for being in awe. Working hard on a project into the late hours and getting so in the zone that I forget what time it is. My time is for being a non-judgmental mother who encourages their kids to do their best. For seeing edges of the worlds that many won't travel to. For learning and having conversations in as many languages as possible. Getting paid to breathe. Squeezing the people I love hard and often. Loving people quickly and freely and fully. Being in gratitude for breathing.

This is what my time is for. I'm not confused about what matters. I'm not attached to any of the goals that I set, and still I set them. Of course. Because this isn't just about being complacent. Gratitude, being clear about what matters to you doesn't mean that you don't show up big and hard and with full effort towards things that don't matter that much, that are just games. Right?

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I was at a kickboxing class today, and I was like pushing so hard, I almost threw up. I'm not joking. Why do I do that? How can I do that if that's not what my time is for? Don't confuse this exercise. When you know what your time is for, you can still access really, really high competitive places. You're just doing it because you're intrinsically motivated. And for that reason, when you know what your time is for, you can access depths of yourself that most people can't. And you can also let go quickly when something isn't happening how you want it to.

Do not miss out on this opportunity to deepen the work you're doing in your business, to remind yourself of what matters to you. Come do this work with us. Come change the world. Come make stupid money that literally feels like, is this Monopoly? Is this just like, what are we doing over here? Make bold moves and relax with the most interesting women in the world.

Ask yourself, what is your time for? We'll see you next week.

Hey, happsters, if you want to learn more about today's topic, head over to 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](https://www.instagram.com/jessmckinleyuyeno).