

Kim Strobel:

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Hello, hello, hello friends, and welcome to the She Finds Joy podcast where we reclaim the super shiny lights that burn in each of us. I'm Kim Strobel your truth telling, real talk, happiness coach who believes in the power of showing up as our flawsome-selves even, and especially my friends, when it comes to working through our hard stuff. After all, when we're playing in our arenas of bigness, life gets better as we get bolder. So buckle up for the no BS, zero fluff advice that gives you the small steps for big joy. One of the best things about She Finds Joy is our community. So be sure to join us in our free private Facebook group to connect with other women who are creating more joy in their lives, just like you. You can find us at kimstrobel.com/shefindsjoy. All right, let's dive in to today's episode. Here we go.

Kim Strobel:

[01:21](#)

Hello everyone. I am super excited to do an interview with my friend and colleague and inspiration, Susan Hyatt! She is a master certified life and business coach. And what's really awesome is she's based in Evansville, Indiana, which is crazy. It's a one hour from me and she specializes in helping women get more of whatever they want, whether that's money or more media recognition, more pleasure, holla, holla, holla there, more passion or more time to pursue their meaningful goals. Now here's the thing that's really cool about Susan. She is the author, a published one at that, yes, yes, yes, of two books. One is called Create Your Own Luck and her most recent one is Bare. And Susan's work has been featured in places like the Oprah magazine, Women's World, Cosmopolitan and the Huffington Post. And she is super passionate about her Bare process, which is her trademark system for upgrading your mental and physical health and building more energy and confidence and really, really creating the life that you want. And she mirrors that day in and day out for women. And she really does that for me as well. She is one of those people that I'm not gonna lie, Susan, you kind of, there are times when I'm talking to you and are watching you on social media and like I will start to get hives, right?

Kim Strobel:

[03:00](#)

Like it feels like I'm getting hives all over my body because it's like, Oh my gosh, she's doing like such crazy things and she has all this national recognition and she's just continues to move on up. So then I start to feel like, Oh, I'm not where I need to be. So I have two thoughts about you. One is like sometimes I'm not going to lie, I'm kind of like, ah dang that girl. And then that the opposite is shit you like raise the ceiling for me on what I think is possible for my life. That you are one of the people that continue to do that for me.

- Susan Hyatt: [03:41](#) Ah, thank you so much. Well listen, I, I mean I can totally relate. I think all of us can scroll social media and our brains all operate the same way. Like, we can see something and compare and despair a little bit. And it's really, I believe just your higher self tapping you on the shoulder and going, Hey, this is possible for you. Like some version of it is possible for you.
- Kim Strobel: [04:06](#) Absolutely. Absolutely. So I'm super just thankful that you agree to do this session for my people because this is a topic that I can't wait to dive deep with you. I know that you have such extensive research and study that you've done behind some of what we're going to talk about, but before we go in there, I want you just to kind of tell us a little bit about the dynamics of your personal life and your professional life kind of beyond the bio that I just read, but like, what are you most excited about in Susan Hyatt world right now?
- Susan Hyatt: [04:41](#) Ah, thanks for asking. So I have been a life coach now for 12 and a half years and I'm also a wife. I've been married to Scott for 26 years. I call him lovingly, the Silver Fox. And I have two kids who are 21 and 19. They're both in college. So I am like you, Kim, an empty nester. And, yeah, like I definitely love my kids. But I am loving this new phase of life. So what I'm really excited about is that I'm in my prime now and we are creating new things within my company and it's an exciting time. And so I'm really here for it. And one of the things that kind of drives me crazy, I'm 46 is when I hear women say my age that they're now old or Oh to be young again. And I'm just like, listen, vitality is available right now today in this moment. And so I'm really out to smash glass ceilings, dispel myths about age and femininity and just really happy to be alive now.
- Kim Strobel: [05:57](#) Yeah, I get that. I mean, I had a ton of anxiety about becoming an empty nester and, but I do believe that one of the things that probably helps both of us is we have a lot of different things in our life that we're passionate about. I mean, yes, our kids played a big role in that. We're lucky enough to have partners in life that kind of, you know, I always say that Scott Strobel, he chases my dreams with me and I feel really lucky you have that too with the Silver Fox. I mean, I think I just saw a picture posted on your social media of the two of you in front of maybe one of your buildings that you're actually purchasing for this agency that you're creating, right?
- Susan Hyatt: [06:36](#) Yeah. Well, so that's a picture in front of a shopping center that we own. And we've really created wealth over the past 20 something years through commercial real estate, which is what Scott, my Scott does for a living. And it was a post really about

how, yeah. Like I've always operated this business from this desk in my home office and now we are building a building a three story building, a downtown Evansville, Indiana, with our empty nest or pint house on the top level. But my company on the ground level. And I'm really excited to, I never thought I would have an office outside of my home. I've always loved operating this company from home. And I started and a marketing agency as a division of my company. And I really want to have a place for clients to come. So never say never.

Kim Strobel: [07:31](#) No doubt. I know, cause you know I'm flashing back to, and this is going to lead me right into my next question, but I'm flashing back. I don't think I'll ever forget this picture that you posted and sometimes you still bring it up. I mean there's this picture of you where you look completely worn out, your ashen in the face. You're like, you're like a realtor. I think you were a realtor?

Susan Hyatt: [07:55](#) Residential realtor. Yep.

Kim Strobel: [07:57](#) Yeah. So I want you to like take me and my audience way back to before you were this life coach, before you owned this agency, before you started to build wealth. And I want to know who Susan Hyatt was then. And this is so important because we forget how far we've come. And so do the people who, the women that we work with. I know this morning myself, one of the ladies in one of my groups was talking about how we're entering a whole new decade and she challenged us to go back to 2010 and think about just in our business what we've done. Guess what? In 2010 I was in a fourth grade classroom. I was still a teacher, you know, and so there's this like whole thing that happened to me where now I operate two businesses. So I want you to take us back. Let's understand who that Susan Hyatt was then so that we all understand that what you have created for your life or a version of that is possible for us.

Susan Hyatt: [08:54](#) So we would go back probably 13 and a half years ago to get the full picture. Cause at 13 years ago I was kind of already on the path to making things better. But 13 and a half years ago, I was 35 to 40 pounds heavier than I am now. And that was completely a result of I was a professional couch potato. You couldn't get me to exercise, I would refuse to. I was eating fast food three times a day, depleted physically, energetically. I was selling a lot of houses and it was a good example of you can be really good at something and that's not what you're supposed to be doing. So I was great at selling houses because I really did care about people. And the part of that that I loved was giving people what they want, finding them the right home. But everything else like negotiating with other agents and a lot of

the behind the scenes stuff that would go on just wore me out and I was in the wrong career.

- Susan Hyatt: [10:06](#) I was not taking care of myself. I was a hundred percent people pleaser. I had at that point in time, my kids were six and eight and my eight year old Ryan was like, the school principal had me on speed dial, you know, like he would have been the fourth grader in your classroom that was completely disrupting the whole class and constantly booted out of class. And so I had this little, this little kid who was real out of the box, no one seemed to know how to educate him or what the right structure could be for him. I was having my own tantrums internally and really questioning everything like I did and I'm sure people watching this, there are some women that can identify that, Oh, I checked all the boxes, I did everything I was told to do. You know, I was a good girl and I went to college and I got a degree and I worked hard and I got married and I had two kids and I went to church on Sunday.
- Susan Hyatt: [11:11](#) Check, check, check. Right? Why do I feel like this? And I went on a mission to figure it out and I promise I made a promise on my knees that if I figured my stuff out, I would help other women do the same thing. And so I every day, that's what keeps me showing up is that like there are women out there how you were in the fetal position under their desks that don't know that more is available and that they can change.
- Kim Strobel: [11:43](#) Yes. I think that is so true. And such a big component of that is surrounding yourself with other women who I say are playing in the arena of bigness.
- Susan Hyatt: [11:55](#) I love that, yeah!
- Kim Strobel: [11:57](#) Yeah, right? Because we just don't know. I mean, we live in Southern Indiana and so there's some great benefits to that, but there's also some limitations to not understanding just how big the world is and what other women are doing. And so when I got myself in other masterminds, you know, and other programs and courses, I mean, I took your course a few.
- Susan Hyatt: [12:22](#) Oh right, Retreat Yourself!
- Kim Strobel: [12:23](#) Yeah. Retreat yourself. Exactly. But it's like that is what continues to truly level up in my life. And I think your story, we all have a story, but what I love about us is we also know our why. Why do we keep showing up? Because we don't want anybody else to suffer for as long as we suffered and to not

know that that unlimited potential is inside of them. I mean, I tell people all of the time, I am the, the girl who stood in her sophomore speech class and I shook so badly that I couldn't even read my index cards to give a speech.

- Kim Strobel: [12:57](#) I mean there is no person in that class that would look at Kim Sablehouse and be like, Oh yeah, like her full time career is going to be traveling the country and being on a stage with a couple thousand people in the crowd. They'd be like, that girl, she can't even talk to 28 people, she can't even read her note card.
- Susan Hyatt: [13:18](#) You date her!
- Kim Strobel: [13:19](#) Yes, exactly. And so, you know, there is, I think, all of this potential that is like just under layers and layers of like what you said boxes to check things to do, the path to follow. And I mean for you, I guess it's sort of what we teach, but you had to go get your insights, right? Like you had to work on your shit on the inside.
- Susan Hyatt: [13:45](#) Yeah. And it was, and it was a lot of work and it, and it takes willingness to be vulnerable and to, you know, it had to get, for me it had to get bad enough that I was like, okay, I don't care what, I don't want to feel like this anymore.
- Kim Strobel: [14:04](#) Yeah. Yeah. And it's hard freaking work. I mean that's what I tell people all the time, like this is work and it's painful and it's hard and you have to keep showing up for yourself. And so it's not this easy route to get to where you are and you do have to be willing to do the work. So, okay, let me take you then to like your mission, which I know your mission is that you really truly are on this like massive crusade to really help women and free them up to get more of everything in their life. You help women attain more money and more wealth. You help them figure out, you know, how to really chase that thing that they're passionate about. And of course pleasure, which is one of my favorite words, is a big part of the work that you do. So can you just explain, I know you talked about why you do it, but like why is this so important to you as far as, are you seeing that there's a real lack of this for women?
- Susan Hyatt: [15:09](#) Yeah. So I'm out to smash so many myths and one of the myths is that you just need more willpower. Like, Oh, you know, I remember laying on my couch and being like, I just don't have what it takes. I don't have the necessary willpower to get off my butt and create a career that I love or a body that I love. And what's really required for women is the opposite. Women are

pleasure deprived. And so all of you watching think about how much willpower you exude on a daily basis to do what you do.

Susan Hyatt: [15:52](#) We've got willpower in spades. So it's really about women tend to put themselves on the back burner and serve everybody else, their jobs, their communities, their families. And then whatever's left over then then you can have some fun. Or then you can take a class or go to zoomba, whatever it might be. And so I actually help women do the opposite and put themselves on the front burner because when mama gets a front burner, everybody gets a front burner. It's not, you know, we tend to in such scarcity mindset that Oh well if I do what I want to do then then my family gets less or my job gets less. And I can't do that. And we're wired for pleasure from head to toe. It is scientifically proven that when you give your body pleasure, everything else, benefits, you know, mood, metabolism, hormones, energy. And so the very thing that we deny ourselves of is the very thing that's required for you to get what you want.

Kim Strobel: [16:58](#) Yeah. And don't you think this is generations and generations of women before us who were told 'this is how you will operate'. And so like we have some of that I think in our kind of cellular makeup yet. And so the women I work with struggle so much, it's this whole self love self care. I'm not allowed to come first. Maybe once the kids are grown. Oh yeah, Kim and Susan, that's great. You're empty nesters. You can bring pleasure into your life. But like you and I, we 100% didn't wait until our kids were gone to start bringing pleasure. And so I want you to talk about that a little bit. Like what does pleasure look like in your life and what has it looked like even when you were raising children and you started to truly shift things in your life?

Susan Hyatt: [17:44](#) What's interesting is that yeah, I started when my kids about six and eight years old and one of the memories I have that really jerked me into reality was there are different categories for pleasure, right? So there's, yes, there's physical pleasure and intimacy, but there's intellectual stimulation, there's spiritual pleasure, there's many ways to, to get pleasure. And typically women are starving in all of those areas, but there's usually one or two that are primary. But I remember when I was in my people pleasing mode and my daughter was in the second grade and she was at a new school and I signed up for everything. I was the PTA vice president and I was the, I started a girl scout troop because her school didn't have a girl scout troop and I was the cookie mom on top of being the troop leader.

Susan Hyatt: [18:33](#) And I remember it was like a cold winter night. It was already dark, like six o'clock and I was loading all the craft supplies in

the back of my giant SUV to take her to the troop meeting. And I was kind of like rushy rushy and like get in the car. And I remember I'm driving, you know, speeding cause we were going to be late and I looked in the rear view mirror and she was buckled into her seat and she looked at me in the mirror and she was like, mom, why are we doing this if neither one of us is having any fun? And I remember I was like, Oh my God. Like I'm knocking myself out to have fun, right? And to prove that I love her and that I'm doing this for her. And we had this really great conversation on the ride home about like, okay, if we weren't doing this, what would we do for fun together?

Susan Hyatt:

[19:26](#)

And we both decided like we didn't want to do that. Like we could stay home and play a game or watch a movie or do something else. But I ended up in that moment realizing how simple reward and pleasure can be. And we, we tend to make it into this big deal. And women say, right, just what you're saying, like, Oh, easy for you to say you have the time, the money, whatever. Here's the great news is that we're trained to think that pleasure is consumable. Like, Oh, I'm going to go spend \$100 on this massage, and that's pleasure. Well, sure. Yeah, I enjoy a massage, but what I try to teach women to do is on a daily basis, in small ways and in big ways, what are simple pleasures? Things that you can infuse into your routine that help you experience pleasure, that don't cost a dime, you know? So meditating for five minutes or going for a walk around your block or turning on some music in between client calls or playing with your animals. I love seeing how much pleasure you get for example, Kim, from George. Righ?

Kim Strobel:

[20:31](#)

Yeah. Yes!

Susan Hyatt:

[20:32](#)

And George brings me so much pleasure. It's so much pleasure to like look at his funny pictures and see what George did today. I think we overthink it. We also, as in our culture as Americans think that we have to consume it. Either eat it, drink it, or pay for it. And there's so many different kinds of pleasure that can fill us up. And guess what? Like you're born wired for it, therefore you don't have to do anything or prove any worthiness to experience it.

Kim Strobel:

[21:03](#)

Yes. You're, you're making me laugh cause I'm thinking of two things. I have a friend, she's my age, so she's 45 and she has a little first grader and so the thing to do for the first graders birthday party last week was like, Oh, let's go and, and we're going to go to this craft pottery place and the kids are going to paint because like that's the in thing to do. And she called me the next day and she said, Kim, like Lindsay, she freaking hates

to paint. She was done with hers in 30 seconds and then it broke on the way home and she was happy about it.

- Kim Strobel: [21:35](#) Right. Or you know, like, I mean I think about how we do get told that there's one way to mother or to show up and be a mom. And I had an experience like that Spencer's senior year. So I, like you, you know, you go through the elementary school, you come out like you're going to be this really great hands-on volunteer mom. You want to make sure that you can go to bed each night and feel like you definitely would rank up there as one of the trophy moms and you're doing all this stuff. And like some moms really like that stuff. But I no longer feel bad that I hate all that shit. I just, I am not that type of person. And so when Spencer made it to middle school, I was like, Ah! You know, like finally we don't have all these like bake sells and you know, parties and all of these meetings and PTA and then I started getting anxiety because when they become juniors, the junior parents are responsible for the prom.
- Kim Strobel: [22:34](#) Right. So I got asked, right, like, Oh, will you be on this? Well, hell, I'm like, I got to go out here strong. Like I've done it. I can't like fail now that he's in high school. So I volunteer and I'm going to tell you, it was so painful. Like I hated it. We would go to these meetings. I mean personally I felt like they were ugh, well any who I just sucked it up and did it. Cause my God, I was going to go out with my crown on my head and I did right by my boy, who by the way was just like, I don't want you involved in this after prom stuff at all, mom.
- Susan Hyatt: [23:04](#) Like please don't show up, right.
- Kim Strobel: [23:06](#) Please don't show up. So then come senior year we get this email from the junior parents saying we don't have enough volunteers and so we're reaching out to the senior parents, would you be willing to help with the after prom? And so my first thought was, Oh shit. Like what am I going to do? I don't want to go work till four in the morning at the after prom. So I call, I do what all women do. I call up my friend Trish because surely Trish said no. You know she did this last year too. So like if Trish said no, I can for sure say no and not even feel guilt. So I call up Trish and I'm like, Trish, did you get that email? You're not going to do that, are you? And she's like, yeah, told him I would. And I was like, ugh. And so like I just kept it in my head and then I went back to my, I have this saying that is like 'Every time you are a yes to something you don't want to do, you're a no to something you really want to do'.

Kim Strobel:

[23:59](#)

So if I'm a yes to working till four in the morning, I'm a no to a date night with my husband that Saturday night. If I'm a yes to doing that. I'm a no to the amount of sleep I need so that I can get on the stage the next week and do what I need to do. And so I literally had to coach myself and I was like, uh-uh I am not doing it. Like why? Because like sometimes we sacrifice ourselves and do things we don't want to do, but like I really chose pleasure in that moment and the pleasure was I spent an evening not having to worry about the son with my husband, you know? Oh, when you're talking about this idea of having more pleasure, I want you to help me understand why that's related to me getting my best body or losing the weight or you know, starting to like why, what's the connection between pleasure and getting fit pleasure and starting to eat healthy because this is what we struggle with, right? Like we just, we can't make ourselves go to the gym. I mean, I don't have this problem. That's why I'm reaching out to you. I never laid on the couch for months on end just because the way I'm genetically wired. But you did. So you are an authority to talk on this. Tell us about that.

Susan Hyatt:

[25:13](#)

Well, so what's interesting is I just, I'll tell you a quick story that illustrates it. So right now I have a brand new crop of Bare coaches I'm training. And so we had our third class and at the top of every class call we talk about their homework and like, do you have anything to report or any questions or whatever. And so the Bare process, week one is something called environmental detox. Week two is on pleasure. So what we're talking about right now, and so one of the participants said, I realized something really weird.

Susan Hyatt:

[25:50](#)

So this is week three and she said, okay. So when you started talking about pleasure, I was like rolling my eyes. Like, well how is this going to do anything? Oh my God. And she said, so, but I did the homework. And what I realized when I was preparing for class today is that my nightly two glasses of Pinot Noir, I haven't been not consciously, she said, I didn't have the thought like I'm going to stop drinking a couple of glasses of wine each night. It naturally happened because I was having so much fun doing other things. That was part of my pleasure homework. And she said, now our focus in Bare isn't weight loss, although that tends to be a natural byproduct of it, if your body has some weight to lose, or release. And she was like, I think I'm down five pounds. So she's like, I'm sleeping better. I'm waking up with more energy and I've lost some weight all by just having some fun. And I think the way that it's related is there's something called the pleasure principle, which, tons of research has been on and it's scientifically proven that our body is wired for

pleasure and that when the human body is denied pleasure, lots of things go wonky. So mood issues, weight gain, energy issues, hormone imbalances, and slowed down metabolism. So I always say everything that you thought you were going to get from a diet you actually get, it's scientifically proven from pleasure. So when you allow yourself to experience what you were born into the world to experience, your hormones tend to level out, your metabolism revs up, your energy soars.

Susan Hyatt:

[27:53](#)

And so am I suggesting that if you go sit and pet George for five minutes, you're going to lose five pounds? No, but what I'm saying is that if you make it a consistent concerted effort, that your needs are a priority and you look at all the different categories of pleasure. So physical touch and intimacy, sweat, you know, so exercise, spiritual pleasure. So having a connection to either God, universe, your higher self, and all the other categories of pleasure. If you take a look at what's lacking and you start to make consistent effort towards that, then all of a sudden it's, you know, a diet is not necessary. In fact, a diet gets in the very way of what you're trying to accomplish. And I also proudly make the claim, that when I can help women take their focus off of deprivation and take their focus off of counting calories in weighing their food and weighing themselves, if you take that mental capacity and all that energy that you spend on a diet and you put that towards expanding your life, that's when you make more money. And that's when miracles happen.

Kim Strobel:

[29:10](#)

Yeah. I 100% agree with you. I know as part of one of the modules, I give the research that actually they tracked a group of women who went on diets and they tracked them their levels of happiness before and then they split them to like three categories. So there were the women who stayed the same three years and five years later maintained there were the ladies who lost weight. And then there were the ladies who even gained weight from being on the diet. And what was interesting, Susan, is that even the ones who lost weight and kept the weight off three years and five years later were actually more depressed because how the hell can you be happy when you're restricting yourself so much, right? And so that's what you're talking about is like when we, like as soon as you tell Kim Strobel, she cannot have the chocolate cake, I swear the chemicals in my brain rev up and they want it more than ever.

Susan Hyatt:

[30:04](#)

That's all you want, yep.

Kim Strobel:

[30:04](#)

Yeah. And it's scientifically based. And so I want to, I want to know some of your stats. I was reading, you know I read your

book and you had some amazing stats about the diet industry cause I'm just going to tell you, I know so many women who are like, I mean, you know and I'm guilty of it. Like I'm going to do the AdvoCare cleanse and get myself all cleansed out so I can start eating healthy or I'm not going to do carbs or I'm, I'm starting. Tell me what the research is about this is. Cause that blew my damn mind.

Susan Hyatt: [30:38](#) Which stat that 95% of diets fail and the 5% that succeed, they actually can't attribute the weight loss to the actual diet? Like it is proven, but 95% of diets fail and that it's not sustainable. By the time a woman is my age, she's dieted over 30 years of her life on average and she's attempted to diet over 60 times and that it, and the average age that a girl starts to die, it is eight years old. So if that doesn't shake everybody awake, I don't know what will. So when you look at your beautiful child, who's eight years old, are you going to look at that young girl and wish for her that you will yo-yo diet now for 30 years by the time you're 46 and when you look at the lifespan of a woman, right? Like it is so much lost, potential capacity, earning power, joy, that if we can turn that, which is what I'm in on a mission to do towards pleasure, self care, expanding your life instead of shrinking your jean size, that kind of stuff takes care of itself.

Susan Hyatt: [32:03](#) But it, it is. Well, and we could also get into the fact that the actual first diet, who likes Graham crackers? The creator of the Graham Cracker was a Presbyterian minister. And in the 1840s, he created the first diet in the United States for women for moral controls. So he believed that a woman should eat his version of bread, which was the original Graham Cracker, water and vegetables. And he did so because it was believed that if a woman had too much protein and too sugar and energy, that she was dangerous and a problem.

Kim Strobel: [32:44](#) What?!

Susan Hyatt: [32:44](#) This is facts. This isn't Susan Hyatt on her feminist rant. This is historically proven that in the United States, the first diet was created for moral control.

Kim Strobel: [32:56](#) We could tame that woman down and keep her in her place and not give her too much power. Because, if she gets what she really needs, then everything else in her life starts to blow up, which causes a man problems.

Susan Hyatt: [33:08](#) Yeah. Right. So when you look at the origin, the first diet in our country, and I say, when, who do you think benefits? If you're distracted by a diet, c'mon, come on ladies. It's time to stop

distracting yourself and dulling your shine and your energy and take that power back so that you can create what it is you were meant to create in this world, which is not just flat abs. Hello?

- Kim Strobel: [33:40](#) Yes. Yeah. You know, I did a really cool session with Jamila Hume on fitness and she was discussing, right, how we like pick out what is wrong with our body. And then we put all of our focus there and like, yes, we want strong fit bodies. We want to feel good in our bodies. We want to feel energetic and healthy and happy. But are we also not just more than our bodies, like more than a set of abs, right?
- Susan Hyatt: [34:06](#) Come on. Right. And listen, I love to move my body. I love to work out. I love to wear leather pants. I'm not saying that any of us, cause we, none of us escape diet culture, we're all raised in this culture. There's nothing wrong with wanting to appear a certain way. What is wrong is hanging your worth on how good you are at eating a certain way or moving your body a certain way. It's just absolutely ridiculous. And when people say like, Oh, well it works, like I did the latest whatever, intermittent fasting and it works. Okay for how long? And you don't get any awards because you're great at starving your body during certain hours of the day. Shut up. Get out of my face with that.
- Kim Strobel: [35:00](#) Cause that's one of the new big terms too I've been hearing. Okay. I want to back up a minute. One of the things that I think when you're talking about this eight year old young girl and the amount of dieting she will do, one of the things I think that we need to be really careful of is as mothers, how does your daughter see you treating her body? How does your daughter see the amount of self love that you're giving the talk? Like one of the things I don't think we understand that it's so detrimental is when a mother talks about how awful she looks or constantly focuses on her body and that she needs to lose weight or puts herself down or the daughter who watches all of this happen. Can you talk a little bit about that?
- Susan Hyatt: [35:48](#) Yeah. So one of the things that really caused me to go all in on this and my business was that when my daughter was 10 years old, she has a September birthday so she's always been one of the oldest in her class. So all of her classmates were nine, but she was 10 and she came home. She was in the fourth grade. So you were a fourth grade teacher. She came home from school one day I was unpacking the kids' lunchboxes in the kitchen, and she said, 'Hey mom, every girl at the cafeteria table today made a pact to not eat her lunch and go on a diet together.' And she was like, that's messed up, right? Yeah. And I just like, all the blood is kind of drained out of me. And I was just like, yeah,

that's messed up. She had already heard a lot of this out of me at this point, but I was trying to make a decision in my business, whether or not to just focus on business coaching or this.

Susan Hyatt:

[36:48](#)

And I was like, okay, sign taken. Right? And I'm looking at this little fourth-grader. How has it possible that these girls, right, are at such a young age talking about collaborating on a diet? Well, because they hear it from their older sisters, their moms, their grandmas and TV shows, culture at large. And so any of you watching, if you are recognizing within yourself like, uh oh, like we were just in the mall and a dressing room and I was belittling how I looked. I want you to forgive yourself. Like this isn't like shame on you, a shame on you moment. Because like I said before, all of us are born into this world where we hear these expectations. We're not born thinking toddlers aren't walking around in diapers going, her butt looks big, or Oh my gosh, I have cellulite. You know, that's just not in our programming.

Susan Hyatt:

[37:45](#)

We think we're amazing until we're told otherwise. However, once you become awake to it, I want to challenge everyone to really think about the impact that you have on girls and women around you. And that if you work on just paying attention to 'how am I thinking about myself and how am I talking about my body and am I obsessing about calories or fat grams or intermittent fasting or paleo or keto or whatever it might be, whatever the new trend is, am I jumping on that bandwagon and talking about it in front of other women and girls to the point that I could really be causing some damage here'. And I also want to offer something little that you can do, which is start training yourself to compliment other women and girls on something other than just their appearance. And so, right? So while it's great to say like, and I do still say it like you look beautiful today, I also make sure that I'm complimenting girls and women on their creativity, their intellect, their empathy, kindness, resourcefulness. There are so many other things you can compliment girls and women on, but we're so conditioned to hang everything on the external. And so something that's free that everyone can start practicing is, especially if you have young girls, making sure that she understands that she is more than how she looks.

Kim Strobel:

[39:19](#)

Yes, that reminds me so much of this concept that I teach in education, but we also teach it in the corporate world. And it's the difference between a fixed mindset and a growth mindset. And so a fixed mindset is where you believe your intelligence, your talents, your looks, your skills that you're either dealt a great hand with those or you're not. And if you're not, then

you're less valuable of a human being. And so one of the things that we have to really caution parents on is that when you constantly compliment a child on their intelligence or their skill or their athleticism or their talent or their physical look, then they begin to associate their worth and their value by those things instead of, like you said, this concentration on, are you resourceful? Are you creative? Are you perseverant? What do you do when you handle a challenge?

Kim Strobel: [40:16](#)

Do you jump back up and try again? And so what happens is we have so many of us, if we've been praised for those things, eventually we we're not going to be the smartest kid, or we're not going to be the fastest runner. We're not going to be the best basketball player, or we're not going to be the prettiest girl. And so do I know that I have value when I lose some of those external traits? And so I know that parents constantly want to stroke their children and tell them how wonderful and how beautiful they are. And I am guilty of it too. But what I'm more interested in is how do you handle yourself when you encounter an obstacle or a difficult situation or when you have to solve a problem, do you come up with multiple ways? And so you're right, we can still compliment those things, but we have to be complementing those other things even more.

Susan Hyatt: [41:11](#)

I love that differentiation and I think it's so true. You know, I'm thinking about my own daughter as you're talking about that and how she was always praised in grade school and middle school for how smart she was. And then she went to a high school here locally Signature School, which is all the smarty pants and she wasn't the smartest in school. And how interesting that was for her to be like, wow. Like, okay, everybody here is this smart. And then now that she's in college, she's the smart one again at where she attends college and how funny it is to her to notice her ego. And I do think to your point, yes, move away from complimenting people on just how they think. It's interesting to really challenge like, Hey, I saw, I saw how kind you were to the checkout teller or I saw how generous you were with your friend. You know, complimenting those kinds of things I think is super important.

Kim Strobel: [42:20](#)

Yeah. I know. One of the things that Carol Dweck talks about since we're going there for a minute is that we actually train children to become slaves of praise. Right? So like one of the things that we worked on with our son was like, who you are is way more valuable than how you perform. But I'll be honest, Susan, I have some of those issues, right? Like am I a good person at the end of the day? Well it kinda depends if I like, kicked ass on work and did all these amazing things or did I lay

around on the couch and veg out on Outlander because, you know what I mean? And so I know too that my self worth at the end of the day does need to be based on more than what I produced or how I showed up for this person or that person or my kids. But kind of going back then to this idea of, because I love this concept. I could talk for an hour just on it cause I tell you, I think our parents need to be educated. I had to do my own education on it and realized all the things I was doing that were not helping my kid in the way that I wanted him to be able to believe in himself.

Kim Strobel:

[43:31](#)

You know? I thought I was doing great by constantly telling him what a great mathematician he was because God blessed him with these amazing brains and he needs to be thankful for it and then as soon as he struggled in math and one of those AP classes, the kid thought he was the stupidest thing ever, you know? But bringing us back around to this idea of pleasure, I am just really loving what you're reiterating, which is when you take all of your energy that you spend on dieting and degrading yourself and all of this energy and then you shift it over to those higher vibrational things where you're experiencing pleasure, you're making yourself a priority, you're doing self care that every outcome truly changes when you start. I mean I feel like this is a self love issue. Like when Kim Strobel started learning herself, she took the leap of faith and blew up a business.

Kim Strobel:

[44:30](#)

When she started not confining to who everybody else thought she needed to be. I feel like everything, like my income increased by 10 times. My everything shit, my relationship with my husband even changed. And so I do think that when we learn to love ourselves and put ourselves first that all these other outcomes begin to change. But you also said something else, which is, Hey, you know, don't think you can go stroke your dog for five minutes on the head or go get a massage once a week for five weeks and then wonder why you haven't lost weight. Like it's these like tiny. I did a whole Facebook live in my group yesterday about this because what happens is we want to see big massive results quickly. And in fact James Clear says that if you just get 1% better every day, Susan, 1% better, that by the end of the an entire year you will be 37 times better. Yeah, I love that book. Atomic Habits. Right. And so like that's the whole thing though is you know, women want to go right out and be like, this isn't working. Like I'm adding pleasure to my life and nothing's shifting. I mean this takes time, patience, perseverance. You said something like repetitively doing this over and over for yourself.

- Susan Hyatt: [45:57](#) Totally. And the other thing is it's everybody's in such a hurry and that, that's the other part of it is that everyone's in such a hurry for immediate gratification. I know I was, which is why I would just go through the fast food drive through three times a day. And when you start to really look at the impact you really want to have on your life and the things that you really want to create, when you start cutting out things that aren't serving you, when you start deciding, no, I'm not going to be the cookie mom again for Girl Scouts because I'm doing this for the wrong reasons. You know, no, I'm not going to gossip around the water cooler today. I'm actually going to get to work on making positive change in my life. When you start cutting out things that aren't serving you, including dieting, then all of a sudden you have more energy and capacity to create that 1% difference every day. And, and I always say like, Hey, listen, you, don't get mad. Like you aren't entitled to the results of somebody else if you've not done your work. So, right? Like there's this sense of entitlement. Like you don't, you don't deserve her bank account. You don't deserve that relationship. You don't deserve whatever unless you're willing to look at yourself and do the work. And that is where the rubber hits the road.
- Kim Strobel: [47:28](#) I love that. So, okay, if, if we're going to come up with three, give me three little things. Let's just kind of summarize here. Give me three things that you think women can start doing to, open up their life in a really big way? What are three things and some of them we've already talked about, but I just kind of want you to reiterate them.
- Susan Hyatt: [47:53](#) Oh my gosh. So, so many things. So, devoting yourself to pleasure is one of them. Creating capacity for change is another one. And, and I want to give them like a couple of little turtle stuffy things that they can.
- Kim Strobel: [48:07](#) Yeah, let's talk, what does that mean even, creating capacity for change?
- Susan Hyatt: [48:09](#) So that 1% change per day that you mentioned can happen if you start eliminating things from your environment, things coming through all your senses on a daily basis. So one thing you can do is go on social media and clean up your newsfeeds. So go unfollow or snooze, all those negative people that drain you. You don't need to be looking at that, right? Your uncle who is on political rants every day that you don't agree with, go snooze him for 30 days, right? Anything in your that you're reading with your eyeballs on social media that is not pleasing to you, out of your space, I guarantee you're going to feel 1% better if you do that. All right. Number two is conversations,

right? Eavesdrop on conversations. What are you tolerating? Who are you allowing in your energy space? So the person in the cubicle next to you or the classroom next to you or your neighbor that wants to gossip and tear down other women, Nope. We are changing that conversation, right? 1% better. And then one thing that I want to challenge everyone to do, if you aren't currently moving your body at least three times a week, and by moving your body, that can be dancing in your living room. Yeah. But I'm telling you what this god pod was created to move. And if you aren't moving it, emotion and guidance is getting stuck. And when emotion and guidance gets stuck, that creates problems and havoc. So those are three little things I'm challenging everyone who's watching to do. If you do that consistently, yes, your entire life will change.

- Kim Strobel: [49:58](#) I agree. I 100% agree. We do not understand how these, these kind of simple tasks change every single outcome in our life. Like there's this massive ripple effect and it kind of begins to seep out into all of these other areas. And so I love that. I think you are so right. If we're just not understanding this kind of momentum and this ripple effect that begins to happen when, when we choose to do those things and to give more to ourselves. So I think that's amazing advice and it's just been really helpful for you to kind of help my people truly understand that whole idea of when you do these things, it just frees up your mental capacity to show up in your life in other ways that you really want to.
- Susan Hyatt: [50:52](#) Right. Right. Now, all of a sudden you have time for your ideas and your passions and for people who matter to you?
- Kim Strobel: [50:58](#) I love it. I love it. Oh my gosh. Well you and I could like spend the rest of the day talking for sure. We know this about one another, but so as you know, I really help women increase their happiness levels and seek more joy in their life. And so I want to know, Susan, what are you currently doing to show up as a seeker and lover of joy in your life?
- Susan Hyatt: [51:24](#) Oh my God. So many things. Like tomorrow, I'm hopping on a plane to go to Chicago to meet with my newly hired COO to map out 2020. That brings me so much joy because we have so many good things planned, but really the primary way is just enjoying my husband and empty nester-hood and like really reveling in that.
- Kim Strobel: [51:50](#) I love that. I love that. So for people who are interested in your programs that you offer, I would love for you to talk a little bit about that because many times, you know, I'm one of these

people that, I mean I will forever be in some kind of program, right? Like I have my own coaching course but I'm going to go over here maybe and do some spiritual work. So I joined Eckhart Tolle's course on the New Being and then, you know, I'm over here doing this business course. And so let's talk for just a minute if you don't mind about people who work with you and what kind of programs you have to offer them.

- Susan Hyatt: [52:27](#) Yeah, sure. So there's a couple of different ways you can work with me and there are some freeways too. So I have a couple of different podcasts. One is called the Bare podcast. It's based on the book, the other is called Rich Coach Club. And it's, it's about living a rich life but also making money and it's for people, female entrepreneurs, really. And each of those podcasts has a free Facebook group that you can join which we can provide links to. The paid ways that people can work with me, so there is a group called Bare Daily where pleasure is a focus and, and it's a membership community where we have classes and resources and a community of really amazing women who are all about ditching diets and creating pleasure and joy in their lives. And then on the business front, I have a couple of different masterminds where I mentor female entrepreneurs and help them make more money.
- Kim Strobel: [53:23](#) Yeah. I know. I spent a whole weekend with you learning how to make more money and it's just exciting. So I do want to back up a minute cause I really want people to understand your Bare book. I see it there in the background.
- Susan Hyatt: [53:39](#) Oh right. This is, my publisher sent me this.
- Kim Strobel: [53:41](#) Yeah, let's, let's show that because I think a lot of my people would be very, I loved reading it. Yeah.
- Susan Hyatt: [53:48](#) That's what the cover looks like and it's basically a book that has my seven step process in it.
- Kim Strobel: [53:54](#) Okay. So this is, that's right. The seven step process. I loved that. Cause one of the things you talked about is that whole idea of getting negative people kind of out of your life.
- Susan Hyatt: [54:03](#) That's the one!
- Kim Strobel: [54:06](#) Yeah. Right, right, right. First of all, I love that community you talk about cause I do think we need our hand held to incorporate more self love and pleasure in our life. So that's a

great place. Again, tell them, tell them where they can find that community.

- Susan Hyatt: [54:18](#) So we'll send you the link. So the group is called Bare Daily and you could go to the website, which is, letsgetbare.com. Okay. And there's information on that website about the book and the membership community and the podcast. And it's a seven week program, but then the membership community is available at the time.
- Kim Strobel: [54:43](#) Okay, excellent. We will definitely put all of that in the show notes and the resources for them to connect with you. I will tell you all I again, she is an absolute, like I said, I'm not going to lie, sometimes she's doing so much that like, I'm just like, is she a human being and how is she doing all this? Because I mean that's just the real talk. But then like I was just telling somebody the other day that like, I might get. I have this funny story. So you know, Elizabeth that was working with you and works for you. She was sat next to me at the Mexican restaurant a few weeks ago and she was just like, and we're doing this and we're doing this and we're doing this and we're doing this. And like I started to, you know, and then like when she walked away, I told Scott, my husband, I was like, Oh my gosh, like I'm so far behind.
- Susan Hyatt: [55:29](#) No you are not. We have totally different business models.
- Kim Strobel: [55:32](#) I know, but then it's like I go back and I'm like, Oh, Oh, it's shit's hitting the ground here. Kim Strobels going to up her game. You know what I mean? It's like, it's really good in that way too. Like I'm allowed to feel some anxiety, but then I like, I transformed that into, okay, let's go. Let's go. Right.
- Susan Hyatt: [55:49](#) Game on. It's go time.
- Kim Strobel: [55:50](#) Yeah. It's go time. So thank you so much. I really appreciate all your insight and just your honesty and vulnerability and giving them just these little bitty things to make big gains in their life. So thank you so much for your time, Susan.
- Susan Hyatt: [56:03](#) Oh my God, thank you for having me. It was a delight.
- Kim Strobel: [56:07](#) You're welcome.
- Speaker 2: [56:10](#) Whoop, whoop, we did it! Thank you so much for joining me on the She Finds Joy podcast today. I'm super honored to share this space with you and I hope you learned something new and

helpful. As always, this conversation will be continued in our free private Facebook group. You can join that group by going to kimstrobel.com/shefindsjoy to connect with other joy seekers just like you. Additionally, if this is your first time joining the show, know that I am here every Wednesday with a brand new episode, so make sure you subscribe, go to whatever podcast app you use and subscribe to the show so you never miss an episode. You can go to that directly if you go to kimstrobel.com/podcast that will put you in Apple podcast where you can click on the subscribe button and you can also leave a review. If you scroll down just a little bit, you will be able to leave that five star review and just leave me a few sentences letting me know what you thought about the show. It really helps me if you let me know how the show has impacted you and how you are striving for more joy in your life. You might be nominated to be the joyful woman of the week. Also, please share this episode. My goal is to help more women unleash their happiness, one daring day at a time. So please take a screenshot on your phone, share it out on social media, tag your friends, tag me @KimStrobelJoy on Instagram or in our Facebook group, kimstrobel.com/shefindsjoy. I'm quick to reply and I am super eager to send you some Facebook love. It makes my heart happy to be able to connect and surround myself with other women who are all ready to do this work. So thanks for being here and I'll be back next week. Until then, no matter what you do today, make sure you know that you are enough just as you are. Here's to finding more joy!