

Marriage Startup Podcast - Episode 58

Leslie: Welcome to the *Marriage Startup* podcast, your invitation to love deeply and grow successfully. This is Episode 58: What to Do When Tragedy Derails Your Plans & Life - an interview with Joel Boggess from *ReLaunch*.

I'm your host, Leslie Camacho, the co-founder of Glimmering, and I'm one week into my brand new gig that I still can't publicly talk about quite yet, but I love it. As always, I'm the Chief Espresso Officer of the Camacho household.

Normally I'm also joined by my co-host and amazing wife Joel, who is the co-founder of Glimmering and Wild Goose Guidance, but this episode is different for a couple reasons. We have two firsts.

First, it's our first episode with a guest that isn't related to us. I'm very grateful to be speaking with Joel Boggess who is one-half of the team behind the creation, development and explosive growth of *ReLaunch*, a podcast that interviews the hottest and most in-demand personal development experts and business thought leaders to bring you fresh ideas, inspiring stories, and most importantly practical steps that help you start over with confidence.

Just recently, *ReLaunch* was listed in the Top 5 podcasts for inspiration by *The Huffington Post* and - this is the one that I just think is incredible - *ReLaunch* made it into Inc.'s Top 20 Business Podcasts for 2015. I want to say hearty congratulations to Joel and his wife Pei for that. Joel is a specialist at helping people relaunch a book or podcast into whatever category is most appropriate for their audience, and get their message out not just to a big audience but the right audience.

Originally Joel and I were going to pick Joel's brain on the work we're doing with *Marriage Startup* and especially the book that Joel is working on for Wild Goose Guidance, to really help set the groundwork for some of the things that we want to do. Joel was going to be the - well, he is going to be the perfect person to talk to. But that whole plan got unexpectedly derailed, which brings us to our second first.

This is the first episode of *Marriage Startup* in 2 years without Laura. Yesterday a close friend of the family received news that their mom had cancer and it was bad, as in act right now bad, don't think it over. This has thrown all of us for a loop and Laura jumped right in to help however she can. I've done the same. We had the option to reschedule the interview but I just felt like this is *Marriage Startup* podcast at its heart, where we have these plans, something goes wrong and Joel, I'm very grateful that you're here to speak into it.

I'm not actually sure where to go from here. In our pre-talk you said that you might have a starting point for us, so Joel, that's the situation. I guess my first question is where do we even start? We're so scattered at the moment.

Joel: Okay, sure. Hey, Leslie, by the way, thank you for having me on today's episode. I really take these invitations personally, and then I also take them seriously. So when we were doing the pre-interview chat and you were talking to me and just sharing your heart with me, I'm like, if you're up for it, I'm for it. Let's make this happen and let's add some value. I'm going to try and be

as helpful as I can, because this is real stuff. One of the things that makes podcasts so attractive is it's real shit that people go through sometimes, right?

Leslie: Yes, very much so.

Joel: I mean, it's not polished and produced by a team in Hollywood that does all the so-called reality shows with the right makeup and just the right reaction and different camera angles and all that. No. This is real and this is just raw stuff. This is just you and me doing life together, is basically what this is. That's what you're doing with your listeners; you're doing life together. Not making light of this situation, of course not, but this is stuff that happens and it's stuff that we all have to deal with at some point.

Leslie: Right. Most of the executives and founders that I've met with, at some point, regardless of the scale of the situation, this happens. There's the phrase, at least in my business group, that you hear a lot - what happens if I get hit by a bus? This is the cancer bus.

Joel: Mm. Yeah. Indeed. Before we pressed record, you were talking to me about gosh, what do we do now? How do we start over with confidence? That's kind of a slogan or tagline, if you will, for the *ReLaunch* show. How do we stay on track, how do we stick to our plan and all this stuff?

One of the things that I would like to say in all sincerity, directly to you, Leslie, about this particular situation, is maybe you don't. Maybe you react to this like a person reacts to it. While we've all been taught by well-meaning people to march forward, be a good little soldier, keep your nose to the grindstone, keep your shoulder in and keep moving forward, yeah, that has its place. But sometimes we need to be in the moment. We don't necessarily need to stay there but sometimes we need to be in there.

I presented to the group at Ziglar the other day, right at the beginning of the year. It's become kind of a tradition for Pei and I, my wife of 14 years, to be the New Year kickoff speakers. We've been there 3 years in a row on New Year's and now it'll be year number four. We're already booked for 2017, so that's fun.

One of the stories that I told the crowd is about when I was a little kid. When I was a little kid, I used to spend time growing up on a farm in Central Texas. While I was too young to participate in any of the farming duties, my grandfather and his brother, my uncle, were the farmers. They worked the land and they worked the livestock.

One of the reasons that Poppa and Uncle Boo were good farmers is because they understood that God had given them seasons and had aligned different seasons for different things to happen on the farm. You obviously know what I'm talking about here. There's a season for planting, there's a season for nourishing, a season for harvesting, and a season that you and your wife may be in right now, and that is a season for recovery and for rest.

While an inexperienced farmer might not really understand seasons yet, and they might try to make their own seasons - "Let me plant when it's actually time to harvest," or, "Let me nourish, nurture, when it's time to plant" and so forth and so on - that inexperienced farmer, they might try to do that but you know what'll happen. Not a whole lot, except for a lot of frustration.

Leslie: Yes [chuckles].

Joel: Lot of frustration, yeah. But the experienced farmer like Uncle Boo and Poppa, they understand that there are different seasons. We need to learn how to embrace that season and also lean into it. So in answer to your before-show question, how do we start over with confidence after this punch to the gut, this one-two punch as the case is, you know what? You probably don't right now.

You probably understand the season that you're in, even if it sucks, and then you embrace that season. You treat it in the way that makes the most sense. You grieve, you cry, you pray. You put some things that you might be working on, on a shelf. You react to the moment.

That's probably not the answer that you expected to get, because we generally on *ReLaunch* talk about how do we start over, how do we build, how do we grow, how do we expand, but today it's a little bit different in this conversation.

Leslie: Here is how I heard what you said. I heard what you said as that it's okay to give yourself permission to press pause on all the plans. I think what stands out to me is the phrase react like a person and not a soldier. You need to allow yourself that humanizing moment in that.

I have a couple follow-up questions. The first one would be you said that in the moment, sometimes it can be important to embrace it. I think that to me that says experience empathy with the people going through it. But the second part, you mentioned lean into it. Can you expand a little bit about your thinking behind what does it mean to lean into a moment like this?

Joel: Well, sure. It may not be pleasurable if we're talking about cancer or terminal illness or things of that nature, but if your wife or the other people that're involved are leaning into the moment, leaning into that person that was recently diagnosed, there's opportunities there for love, for compassion, for empathy, for relationship building, for healing wounds, for building bridges.

There's all kinds of opportunities there in this moment that could happen. That's what I mean by leaning into it. Now, the season doesn't have to be the best season. It's not necessarily springtime, doesn't always have to be spring, but take advantage of the opportunities that are available.

Leslie: I think what I have the hardest time with is that one, I know you're right, but as you were talking to me my CEO hat is on. Immediately I'm thinking how do I optimize this? How do I make it effective, how do I make it efficient?

Joel: Well, you're not going to be able to scale this. Sorry, you're not. My buddy John Lee Dumas will tell you himself. He says, "You can't scale everything. You just can't." As an entrepreneur and as a CEO, you've got to understand that. You don't have to be okay with that but you have to realize that sometimes not everything can be scaled.

Leslie: Yeah. I think I wanted to just speak that out loud because it sounds so - I found that when I speak stuff like that out loud, it just puts it in perspective of how - of where the priority actually needs to be, of actually reacting like a person, and I really appreciate what you meant by lean into the moment. Lean into the person.

Joel: My wife and I - this is a little bit more of a happy story, but my wife and I, we do improv training as part of what we do. Just for fun, but it's also good

practice for life. We go to our improv class and one of the things that the instructor tells us, and he kind of drills it into our head until it becomes habit, is when - you know what improv is?

Leslie: Yes.

Joel: It's all made up. There's no scripts, kind of like life. It's all made up, it comes as it goes. I mean, it happens as it comes. But one of the things he told us is quit trying to be good. Quit trying to be funny, quit trying to be clever, quirky, cute, all that stuff.

He said when your partner, the performer that's with you on stage, when they tell you something, or when they offer you something, instead of trying to think about how am I going to make this funny, or how am I going to make this a memorable moment, just react like a person.

If someone on stage tells you, "Gosh, I just lost my dog of 5 years," don't say what you were thinking about saying. Respond to that. "Oh my gosh, that's terrible. Really? Have y'all looked everywhere?" Respond like a person.

One of our instructors - we have more than one - he told us that's how you get good as a performer. That's how you become at a high level, like those guys that you might see on *Whose Line Is It Anyway?* and the various other improv comedy shows. That resonated with me - just respond like a person.

If you have a reaction to something then let that reaction be known. In that case, on a stage, let it be known to the audience. In this personal case, let it be known to the person who's diagnosed. Let it be known to the inside circle, the people that're involved. Because as I mentioned earlier, there's opportunities there, for healing, for bridge building, for deeper understanding of people. That's how you can lean into the season. Take advantage of some of those opportunities that are given you.

Leslie: Sorry, my head's going a bunch of different places all at once [chuckles]. I had one other question -

Joel: Sure.

Leslie: - but I don't think it's right, because I am still fighting against the idea to take a break and to react like a person. I think as the person - speaking as the person in the moment, my reaction is I just want to run from it. The question I ask is -

Joel: Well, that just makes you human.

Leslie: Yeah [chuckles].

Joel: That's not a character flaw. That just means you have the same flaw that we all do, and it's we're human. Nobody likes stuff that sucks, regardless of if it's personal, professional or something else.

Leslie: Yeah. [sighs]. I actually think that's a good stopping point, because if I keep going I'm going to want to get into the mindset of how do I get back on track, how do I do that, and it's going to completely sidestep the message that you have for me here that I think is really, really important. Give all of us involved time to embrace it and lean into it.

Joel: Yep. Well, if you try to sidestep it and you try to do what you've always done in your life, and that is to be a good soldier and to keep marching forward -

and I don't know you personally but that's what a lot of people have been trained and taught to do, head down and march forward, so I'm making a generalization here. If you do that and if you just keep moving forward, well, you may miss some other opportunities of being there for people that need you.

Leslie: Yes. I should not try to add a thing to that. That was perfect. We will do exactly that.

Joel: Fantastic. Hey, thanks for having me on. I know this is not what we originally had planned, but everything, I believe, happens for a reason and I'm to the point where I'm good to roll with stuff.

Leslie: I'm working on it, and that's very much the theme of our show. We're working on it [chuckles]. Joel, thank you so much for your time today, especially taking a little bit of extra time to meet today. It meant a lot. We meet a lot of people on the show and it is always so wonderful when we get to actually experience someone's heart like this. Thank you for sharing your heart and speaking into our lives today.

Joel: You bet, Leslie. Thanks for joining us in the ReLaunch Elite Community. I really appreciate your trust and confidence. If there's anything that we can do to help you in your podcasting journey, that's what that community's there for.

Leslie: We will most certainly do that. Before I forget, is there anything that you wanted to - I can edit this part however. Is there anything that you'd like to promote or let our audience know about?

Joel: You know, someone the other day said at the end of their show, I want to give you a chance to pitch whatever you want to pitch or talk about whatever you - whatever your thing is. Then I graciously declined and I said, "You know, I'm going to take advantage of that opportunity to really not pitch anything."

The reason is because I'm the kind of guy and I'm the kind of coach or entrepreneur, whatever you want to call me, that - I don't like to talk people into stuff. I don't want to talk people into launching a podcast, or I don't want to talk people into writing and launching a best-selling book, or taking their personal growth and development to another level. I don't want to talk someone into that, because that has to be a drive and a desire that comes from them.

But if you want that in your life, or if that is where you are, if that's the season that you're in, when you're ready to ratchet your podcast to the next level, or when you're ready to really make that book do what it was supposed to do for you, then absolutely, just visit us at relaunchshow.com, connect with us there. We have training resources, tons of information, plus that's where we park all of our shows. Today was Episode 417.

If it makes sense, then we'll talk about it. But if you're in a good place right now in your business or in your personal life, then good for you. Go get 'em.

Leslie: Once again, I just want to say thank you so much for Joel. Your words genuinely spoke to our hearts and where we were at. I'm really glad we were able to share that with the *Marriage Startup* community.

We're going to take a short break, a very short break, and then I'll be back to choose the winner of the Wild Goose giveaway. We'll see you in a few seconds.

* * * * *

Leslie: And welcome back. We're going to select the winner of the Wild Goose giveaway, and then close out the show [chuckles]. Oh man. Yeah, what a week it's been. Thank you, guys, for listening here. But let's not beat around the bush, let's get to it. We have our entries using - and again, like we gave away the Bullet Journal, we're going to use our handy-dandy dice, and here we go. Good luck!

[SFX - die rolling]

The winner is... Alicia. Alicia, you get the Wild Goose Guidance reading. Laura will follow up with you on that. Congratulations for that. We have another giveaway as well, but I'm going to wait until Laura's back next episode to do that [chuckles]. So we're just going to go ahead and close out the show.

Thank you so much for listening. If this interview with Joel has been beneficial to you and you want to know more about him, again, you can go check Joel out. Highly recommend that you do that, especially if you're working on a book or your own podcast. Joel's the real deal. Listened to him for a long time, and happy to have him on the show today.

If you enjoyed this podcast, you like *Marriage Startup* in general and you want to help us promote it, the best thing that you can do is share it with somebody else. You can share this link, it's really easy to share this particular episode, for example. You can just tell someone to go to marriagestartup.com/58. That's going to be the interview with Joel, and that's the shortcut to get to any episode. You just put the episode number at the end of the URL and boom, you're there.

The other way you can really help is if you go to iTunes and leave us a rating and review. The easiest way to do that is to go to marriagestartup.com/itunes. That's going to take you straight to our podcast listing page on iTunes. You can just leave us a genuine review. It helps us improve the show and promote it, because we really do want to help - we really do want to invite as many people out there to take their marriages, the most serious investment they'll ever make in their life.

Finally, as always, if you want to get hold of us, you can go to facebook.com/marriagestartup, participate in the community there. You can also find us on Twitter, @marriagestartup. Thank you very much to the few people that have said hello to us there, we really appreciate it. Perhaps the best way, especially if you have something private that you'd like to share, you can email us directly at hello@marriagestartup.com.

If this is your first time listening to the show, we really want you to know that we treat email like a sanctuary experience. It's private, we'll never share it on the air, in a podcast, on the website, without your express permission. We really do want this to be a place where you can - if you email us, where you can get something off your chest, share a story, or at the very least share in the mistakes and successes so that you know you're not alone out there.

That's going to do it. Next week, hopefully we'll be back to a little bit of normalcy. We'll see. Life is always full of unexpected twists. As you can probably tell from my up and down nervouses and sound edits and all that good stuff, this show is not the same without Laura. Laura, I miss doing the show with you, looking forward to doing Episode 59 with you again.

Until then, be kind to each other. We'll see you next week.