

Ep #183: How to Scale Your Business with ADHD

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With Your Host

Simone Grace Seol

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Ep #183: How to Scale Your Business with ADHD

Welcome to *Joyful Marketing*! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science and you can do it too. Listen on to find out how.

Hey friends. Let's talk about how to scale your business with an ADHD brain. One of my favorite topics. And you know, a lot of this is just always in my head and I almost kind of take it granted for myself because it's always in my brain.

But then I forget how much of a need there is for business coaches to speak about this in very explicit terms, especially with their own experience and my - I definitely have tons and tons of personal experience with building a business with an ADHD brain.

And I am really happy to be bringing you the insights that I have today that I think were critical in my ability to build a multi-million dollar business with an ADHD brain. So let's go.

Also, I talked about pieces of this in my social media, what I'm about to share with you. And people have told me, "I don't even have ADHD and holy shit, this is a life-changing set of ideas, this is blowing my mind, this is so useful to me and I don't identify as ADHD."

So even if you're not that, if you've ever struggled against a conventional set of ideas about how you're supposed to do business, how you're supposed to make it work, I think you will still find this episode super useful and powerful for you.

I have so much certainty that at least a big part of the reason that I've been so successful in my business is because I have healed my relationship to myself to such an extent that I have allowed myself to grow my business and my company in a way that completely honors and plays with my ADHD brain beautifully.

And I think the rules that apply to us, by rules I mean the principles and structures that support our success are sometimes the exact fucking polar

Ep #183: How to Scale Your Business with ADHD

opposite of what is often taught as “good” business practice for a coach entrepreneur.

So I’m going to spell those out. I’m going to give you my best advice, my best insights on how to tailor create your business so it really works with and for the ADHD brain that you have, as opposed to trying to mold your brain and mold your business to fit something that’s more like a conventional and mainstream box.

So there are so, so, so many ways to create success, so let’s start with this idea. If you have an ADHD brain, you know that you are not very motivated by external motivations. By external motivation, we mean things like other people setting the parameters for you. Like, achieve this, you do this and you get a gold star, other people setting the rules, you should do this or that.

That does not work, that is not very motivating for ADHD brains most of the time. It is a well-known thing in ADHD research that those with ADHD are successfully motivated, instead of external motivation, by internal motivation.

You’re going to be motivated to work based on not what other people tell you to do, but what really matter to you. What interests you, what compels you, what speaks to your sense of purpose, your sense of values, what speaks to your intrigue. That’s how ADHD people are motivated.

And for so many of us, the things that other people think are important, parameters that other people think important to follow are often likely to not be all that meaningful to us. And I don’t know about you, but all of my life, I had been programmed to think that that meant that I was lazy, or that I was bad at followthrough, it meant I wasn’t committed, it meant that I didn’t care, meant that I was delinquent.

All the shitty messages that neurotypical supremacist culture, that’s what I call it by the way. The culture that says there’s only one correct way for a brain to be and if you deviate from that you’re wrong, you have a

Ep #183: How to Scale Your Business with ADHD

deficiency, you have a disorder, and you need to fix your brain so it's the correct brain.

That kind of culture is what I call neurotypical supremacy. And neurotypical supremacy culture will tell you that the fact that you're not motivated by external motivation means that you're lazy and you don't care and all these horrible things. None of them are true. It's important for us to know that.

So in entrepreneurship, a big way this comes into play is I don't know about you, but for me, money and income milestones were never in and of themselves a giant motivator. When I'm down in the dumps and depressed or anxious or not motivated or whatever, it was never like, oh, the thought of another 10 grand really makes me want to get up and do the thing.

It was never like that. And I don't mean to imply that money doesn't matter to me. Obviously not. I love money. I talk about money all the time. I care lots about money. I think it's really important to have a conscious and loving relationship with money and empower yourself, give yourself the skills to make as much of it as you want. That's part of why this podcast exists, to help you do that.

I for sure have made tons of money and want to make tons more. And I know I'm going to. But having said all that, when it comes to doing the really hard work of growth, when it comes to showing up for the challenges of entrepreneurship, when it comes to getting my ass up every day to do the work, more money was never the thing that motivated me.

Us ADHD people, we need to feel something more than that. We need an emotional connection to the work. We need to feel like there's something that we give a shit about at a really personal, profound level.

And when it comes to your work, you have to find out what it is because somebody barking at you, "Hey, go get more money, you got to meet this income milestone," at best, it's not going to be terrible compelling, and at worst, it's going to feel like somebody oppressing you.

Ep #183: How to Scale Your Business with ADHD

So if it's not that, what do you give a shit about? Maybe it's your mission. Maybe it's your creativity. Maybe it's your relationship to the people that you work with. Maybe it's your values. Maybe it's your vision for what you want for the world.

And maybe it's not even that grandiose and noble. Maybe it's fun. You feel like fun is what compels you. Maybe feeling playful is what compels you, what's enjoyable and pleasurable and joyful. Maybe that's what compels you. Those are all things that compel our ADHD brains and they're not less than things that compel other brains.

They're all equally important. Our brains are just different. But if you make for example, if you use money as a primary marker of your progress and you try to motivate yourself with money and you measure your own success with money and numbers and figures, it's probably not the most successful strategy.

We respond less well to external motivation, external markers of accomplishment and success. At best, they're not all that motivating, and like I said, at worst, they make us feel worse about ourselves, make us feel like we should care about something that we don't. And it makes us feel like we're wrong. And that's not helpful when you're trying to grow a business.

If you want to scale your business to big numbers, millions of dollars, nobody who can do it better than you, dear ADHD friend. We, the people who have ADHD, every coach I know who has ADHD is fucking brilliant. And you're not going to get to millions of dollars if you want that by being numbers obsessed, by being money obsessed.

That's never going to be the thing that inherently brings out the most genius inside of you. And if you ever needed permission, here is my permission slip to you. To radically de-prioritize money as the primary thing that's supposed to motivate you and benchmark your growth.

You, my friend, are much more likely to respond to values, meaning, purpose, fun, connection, joy, the feeling of aliveness. Whatever pulls your

Ep #183: How to Scale Your Business with ADHD

curiosity. Center that in your business building. Do you know that you're allowed to? Do you know that you can? Do you know that that's actually smart business practice to actually strategize around what works for your motivation?

I have. That's been my entire business journey. What would it be like if you measured your success by that? What would it be like if you allowed yourself to solve for those things? Not more money in your business. And I'll tell you that's what I have done over and over again and well, I say my business is working out pretty good. I make millions of dollars doing that.

And you know, if you know me, you know I'm not saying - my baby's crying in the background. If you hear him, that's what it is. What was I saying? So when I'm saying allowing purpose and fun and enjoyment and interest and allowing these things to motivate you, you know I'm not saying that means never do anything unpleasant and never allow discomfort or anything like that.

But I think that actually ADHD people are amazing at experiencing discomfort. We're amazing at growing through things that other people would find really challenging as long as we are connected to the why, as long as the reason we're doing the hard thing is meaningful to us.

I just feel like we ADHD people, we're literally the superheroes. We will walk through fire, we will do all the hard things if we are into it. If we are focused, if we feel like we're doing it for reasons that are compelling to us.

So it's not like, oh, if I just do what's meaningful to me, what's fun for me, I'll never do anything hard. It's like no, find what's meaningful to you and you're going to want to do the hard parts because the whole thing is going to be worth it to you. That's how an ADHD brain works.

I just get so impassioned about this topic. The second thing about scaling a business with an ADHD brain is that linear planning can go out the fucking window. If you're an ADHD person, answer me this. When has anything in your life ever made sense in a quarter one, quarter two, quarter three, here

Ep #183: How to Scale Your Business with ADHD

are strategic objectives and we're going to achieve them through these bullet points, when has that ever worked out for you ever, ever, ever?

If that works for you, you do not have ADHD. For me, things have never worked out like that. My mind literally does not grasp the idea of linear sequence sometimes. This is literally a brain function thing. You will tell me about a linear sequence and my brain's going to be like, what? I can't compute.

Truly, that's what happens. And I'm a very smart person. My brain computes a lot. And linear sequence is something that it sometimes cannot compute because of my ADHD. And so much of business planning assumes that your brain works in a linear fashion. Why? Once again, because our fucking neurotypical supremacy culture.

Our brains don't work linearly. ADHD brains, you know what, they're lightning fast. We jump across different dimensions, different realms of thought, we weave together all these different disciplines. In the time that it takes other people to grasp one concept, we've already thought of five different concepts and played with them and created a brand new sixth concept.

That's what we do. That's what our brains do. We jump timelines. We do things in magically creative ways that go far beyond the limits of linear thinking, linear problem solving, linear planning, one, two, three four.

So if you have an ADHD brain and you want to scale your business, chuck the linear systems out the window. And listen, if there's a linear system that you really like that works for your brain, keep it. As always, anything I say, it's like, keep the parts that you like and then take the permission where you need to take the permission.

The overall message is do not expect the way somebody else is doing business to work for you, even if it seems like most people. Your brain is not most people's brains. So what do you do instead?

Ep #183: How to Scale Your Business with ADHD

Here's an alternative suggestion. What if instead of linear planning, you just completely committed to trusting your creativity? What if you completely invested in your own fun? What if you completely invested in your own sense of play?

And in case your brain's like, "Yeah, that sounds like it's not a thing, come on, we're talking serious business here," I'm telling you dead fucking serious, this is how I built my multi-million dollar serious fucking business with doing exactly what I'm offering to you right now, which is radically steering by my own creativity and my fun and my play.

And like I said, this doesn't mean I avoid anything unpleasant. It means when I'm really invested in a creative process that means something to me, that's compelling to me, I will endure all kinds of discomfort. I will do all kinds of hard and painful things because I'm in it. I'm into it. If you have ADHD, you know what I'm talking about.

That is our superpower. That's the thing that makes us overcome obstacles. That's the thing that gets us creatively problem solving. That's the thing that gets us to show up for the expansion when other people might run because we show the fuck up when we care, ADHD brains.

I think we're so cool. So what if by trusting your fun, trusting your creativity, you're putting yourself on the path to the greatest expansion? Because you know that you'll show up for the shit when it gets hard, when you actually give a shit about what you're doing.

That has always been a way fucking superior way to do business, to plan my business, to expand my business than linear planning. Okay, here's my third piece of insight about scaling with an ADHD brain. You have to aggressively and insistently and proactively redefine what professionalism means to you and to us.

Because the socially acceptable, conventional standards of professionalism are - they can often be literally oppressive to our brain. These standards are not built by us or for us. So for example, if you think professionalism

Ep #183: How to Scale Your Business with ADHD

means always showing up on time every single time, that's not going to work.

You're painting yourself into a corner where you can't be where your being is wrong. If you think professionalism means following through with every plan you set perfectly, that's not going to work either. If you think professionalism means always being in the perfect business casual outfit and having a spotless Zoom background, that ain't going to work either, my friends.

You know what my personal standard of professionalism is? The process of defining this for yourself includes the process of actively rejecting what other people say it is. So I proactively reject that professionalism means showing up on time, following through with every plan, making sure that whatever other people's expectations and how I dress, all of that, I don't fucking care.

Here is how I define my standard of professionalism. I show up to the clients that I serve, I show up to my people that I serve with my full heart. If I'm showing up with my full heart and my full honesty and my full integrity and my full love, that's how I know I'm being professional.

Who made up that standard? I did. Why is my definition worse than anybody else's definition? I like my definition, I'm going to go by my definition. If I measured my own professionalism by how on time I could be, I'd be fucked.

So I threw that standard out the window. You have to decide. I'm not telling you to take my definition. You have to decide for yourself, what is my definition? What is my standard of professionalism? Does my standard, did I just absorb it from culture without questioning it? Or do I have something that actually supports my ADHD brain? Or do I have something that makes life difficult for me?

What do I actually care about? Because the function of professionalism is that it's supposed to support your work. When you're professional - what's

Ep #183: How to Scale Your Business with ADHD

the point of being professional for the sake of being professional? You're professional so that it serves the work you're supposed to do, right?

It serves a result you're supposed to create. So what are the things that actually matter to me when it comes to getting the job done? Staying on track, having the perfect presentation, following a plan perfectly, linear planning, being on time has never been my strong suit.

If you have an ADHD brain, chances are it's not your strong suit either, and if that's how you define what it means to be professional, you're just going to be working - it's just going to be really tough for you to work through the relationship to yourself that is required to grow a thriving business.

So please, be intention in giving yourself a new definition of professionalism. You don't want to spend all this time fighting yourself, berating yourself, beating yourself up, comparing yourself against others and trying to overcome your "weaknesses" so you can be more professional.

All of that time you could instead spend working on your strengths. Now, that takes me to the next piece of insight. I'm going to take a drink of water again because so impassioned. Okay, the next tip for scaling your business with ADHD is you have to design a business around highlighting and drawing out and recognizing and leveraging your strengths rather than trying to compensate for or fix or overcome your "weaknesses."

Here's what I mean by that. For example, for me, my strengths are that I am extremely creative. I am prolific. My mind goes to so many places that most people's minds never go to. I'm artistic. I'm an intellectual. I'm deep. I care a lot, I have a giant heart, I'm spiritual. All of these things I think of as my strengths.

What are my "weaknesses?" Hint, hint, I don't actually think they're my weaknesses but people - elements of society have told me that these are my weaknesses. I'm bad at following pre-laid plans. I am bad with administrative things and details and filling out forms. I get so bored.

Ep #183: How to Scale Your Business with ADHD

I'm really bad at paying attention to things for a prolonged period of time. My mind just goes caput. I can't do it. I'm bad at doing my calendar. I'm bad at showing up to things on time. I'm not terrible at it, I'm just not great at it.

I'm bad at things that ADHD people are typically bad at. And the thing is all the things that I'm good at, all the things that delight me, that bring me joy, that make me come alive, I use all of those as superpowers in my business.

Whereas in the past, if I didn't have this liberated relationship to myself, I might have put limits around my self-expression. I might have put limits on how much space all of my creative thinking and creative impulses and all my weirdness might have wanted to take up because it's not like normal or conventional or whatever.

I remove those self-imposed limits. Why? Because that's how I'm honoring my strengths. If I would have designed my offers and my business practices around rules that other people set and I tried really hard to make myself conform, if I tried really hard to make myself be good at things that I'm not naturally good at, that I don't delight in, trying to get better at things so that I can be more whatever, that would have consumed so much time and energy for me that I'm never going to get back.

And it wouldn't have been a very high ROI for my efforts either. So instead, my question is always how can I build a business based on where I am naturally strong, based on where it's easy for me to shine? So please ask yourself that question.

Fuck trying to fix your "flaws." Fuck trying to get better at doing shit that you honestly don't give a shit about, overcome your "weaknesses." Fuck all that. Decide a business around your strengths, where you naturally shine, what you love, what you naturally find delight in. Let that shine.

You're going to have to trust me when I say you truly, truly can - this can work for you. I am a living example. That's why I'm so insistent on speaking about this. You might feel like that sounds too good to be true. It's not. Trust me on this.

Ep #183: How to Scale Your Business with ADHD

You're not really trusting me. You're trusting in your own genius. You're trusting in your own joy. Bet on your brain. Bet on your strengths. That's what I'm saying.

Here's the last insight I want to offer you, and this is super, super important. If you are an ADHD entrepreneur, you have to build in huge, huge allowances for your mental health care. You cannot just plan normally and expect yourself to grow your business in a linear, predictable fashion because mental health stuff is going to happen.

It's not a question of if. It's a question of when and how often and at what cycles. If you read any bit of research about ADHD, you'll find out it's pretty universally well-established that having ADHD very, very often, more often than not comes with other mental health comorbidities like anxiety, depression, et cetera.

Personally, I have a theory that a lot of it is not how it's actually supposed to be. We're not naturally predisposed to more anxiety or depression than the neurotypical person, but because society oppresses us so much and we have inherited a culture that really ignores and misunderstands and punishes us for the way our brains work.

We spend so much time being told that the way our brains work is wrong, the way we show up in the world is wrong and not good enough, of course we're going to get depressed and anxious about it. We live in a society that is set up to suit the brains and needs and functions of neurotypical people, and so when we deviate from it, life is just harder.

So I think that, again, this is just my personal opinion, but I think if we all lived in a society where ADHD individuals were properly understood and supported and celebrated for our uniqueness, for our creativity, our passion, and our energy, our brilliance that we bring to society, we bring these gifts to society, instead of being made to feel bad for being absent-minded, for being distracted, for being hyper or whatever.

Let's just say if we lived in a society where we were actually understood and prized for who we were, we wouldn't be dealing with as much mental

Ep #183: How to Scale Your Business with ADHD

health stuff. Anyway, whatever the reason is, biological, social, we the people who have ADHD really do struggle with more than the average person's share of mental health stuff.

If you have a business and working on your business does not account for a brain that tends to get depressed, anxious, if it doesn't account for when what you're going to do when you are just down for a while and can't think about anything, if you haven't built in the support, the space, the permission, the resources, the beliefs to support your mental health, your business, it's going to be a lot harder and slower and less enjoyable to grow.

Listen, we need care. Our special, beautiful, brilliant, genius, creative ADHD brains need so much thoughtful care. And we have to anticipate that mental health stuff is going to happen and give ourselves the care that allows us to thrive.

For example, personally, I anticipate that I'm most likely going to be straight up depressed several months of the year. Why? Because it has happened every single fucking year of my life ever. You might not necessarily have to plan your business with this expectation of being depressed several months out of the year because your brain is not my brain.

Your exact situation needs might be different. But by and large, if you're not factoring mental health stuff into your business planning - and by planning, I don't necessarily mean linear planning like in October, we're going to do this. I don't mean that.

It means in how you're thinking and how you're conceptualizing your business, and how you conceptualize your own rhythm and flow, and how your creativity - how you work with your creativity. That's what I mean by planning. I don't mean literally this is what you do in September, that's not what I mean.

When you're not factoring that in, it's just going to be way more unnecessary suffering, so we have to reprioritize and recenter how we think about it all. When I talk about this aspect of it, I often get kind of pushback

Ep #183: How to Scale Your Business with ADHD

from people saying, “Well Simone, it’s great for you, you have ADHD, but you also have a big business where you can hire people to do all the things that you’re bad at, you can take time off when you have a mental health, you can do this, you can do that, all the things you’re telling us to do, it’s so easy for you to do because you make lots of money and you can do whatever you want.

You have tons of financial cushion, time cushion, et cetera, I’m over here trying to build my practice for the first time, it takes so long, I have to pay the bills, I can’t just hire somebody, I can’t just take time off.”

I want to speak to that because you’re not wrong. It’s all true. I make lots of money, I can give myself everything I need, I can hire everybody I need, and I can kind of use my resources to cover up all the places where I don’t want to do things or there’s things that I’m bad at. So it’s all true.

And I’m so happy and proud and grateful that I’ve created this ability to do that in my life and that I was given the opportunity to, because not everybody gets to. But at the same time, it wasn’t always like this, you guys.

Just like you, I started from zero. You think when I was making \$1000 a month I had assistance? No. I was doing everything on my own. Here’s the thing; when you don’t have all the money and the time and the resources to hire people, do all the things, you instead need to be able to put in the work in order to develop the thing that you absolutely need when you can’t do these other things, which is the critical skills of self-awareness, self-compassion, self-advocacy.

If you have that, if you have these skills, your life is going to be so much easier. You’re going to be able to do all the things that I’m suggesting that you do. Like mental health, building in allowances for mental health care, all the things are enough to make your business prosper when you have the skills of self-awareness, self-compassion, self-advocacy.

Here’s what I mean by that. For example, let’s say you’re bad at calendaring because it’s not fun for you. You often miss appointments,

Ep #183: How to Scale Your Business with ADHD

you're late to things, you mix things up, story of our lives, right? If you're like so many of us, you might tell yourself a story of like, "Oh no, I missed another thing again, I mixed up another thing again, I'm so bad at this. All these appointments, I'm so bad at it and I don't have support, I don't have the money to hire somebody so I'm fucked."

You get into this kind of self-defeating, self-pitying attitude. Like, oh, woe is me, it's easier for people who don't have ADHD, I'm uniquely disadvantaged, I'll never be successful, it's harder for me. All of this comes from a lack of self-advocacy.

What I mean by that is when you have self-advocacy, you are unwilling to think less of yourself or beat yourself up. I promise you the inefficiency and the problems that are caused in your life by ADHD are far less than the inefficiency and problems that you're creating in your business by being an asshole to yourself about it.

I'm going to repeat that. Any inefficiency that is created by whatever your bad at because of your ADHD, whatever's a problem for you because of your ADHD is far less of a problem than the inefficiency that you create by being an asshole to yourself about it.

Business isn't hard because your brain is wired a certain way. Business is hard because you spend a lot of time beating yourself up about it. And then you have to recover from it. Things don't take a long time to build because of your ADHD. Things take a long time to build because it takes a fuck ton of time and energy to move through this toxic sludge of self-criticism, self-alienation, and self-rejection.

Takes a ton of time and energy to move through the sludge of self-pity and self-misunderstanding. So let's say you're late to an appointment. If you could imagine in that situation that you are your own biggest fan, you're not going to be like, "Oh, you missed this appointment, what's wrong with you? You're so stupid. No client's ever going to trust you this way, what's wrong with you? You're never going to build a successful business. You so don't have it together. Get it together. What's wrong with you?"

Ep #183: How to Scale Your Business with ADHD

That, my friends, that is what creates inefficiency. Imagine that instead, you could be like, well, I missed this appointment with my client because I mixed up my calendar. That's too bad. Nobody's perfect. We're going to learn from it and move on. I'm still deserving of having a wonderful business. I'm still amazing. Clients trust me still because their trust in me goes far beyond my ability to never miss appointments. And I have just a big of a shot at success as anybody else.

You have to take that attitude towards yourself when you run into what you see as your flaws. And that doesn't mean not taking responsibility for learning things, for getting better at things. You can take responsibility and have a conscious relationship with something without picking up a stick and beating yourself to a bloody pulp every time you run into what you think is a flaw of yours or an inefficiency that is created by ADHD.

If you would benefit from extra support and you can't pay for it right now and you have the thought that you're not getting what you need, you can walk around with the thought that your business is fucked and it's not fair and you can't do all these things you want to do, the money you'd be able to earn, the work you'd be able to do if only, if only it wasn't like this.

You just get into this self-pity. I want to offer you this thought; what if, with all the flaws I have, with all the supposed weaknesses I have, with all the things that I find hard, with all the things that are uniquely challenging for me, what if what I can do with what I have is 10 times more powerful than somebody else without all these problems can do because that's how awesome my ADHD brain is? That's how brilliant I am. That's how powerful my energy is. That's how creative I am, right?

What if five units of what I can do is more powerful than 50 units of what a neurotypical coach can do because, hello, ADHD superpower? What if you believe that? By the way. I 100% believe this for myself, every time.

What if, in spite of all of my flaws when I do show up, the things I can show up for, when I can show up for them are more than enough? Not just more than enough, but like, 10 times better than what they can get elsewhere?

Ep #183: How to Scale Your Business with ADHD

What if my clients don't hire me and love me and work with me and get amazing transformations from me in spite of my ADHD but because of it? What if I'm the perfect coach for them? What if I'm the person they want to pay because I deal with these things in my life? What if it's the exact thing?

All the things that I'm blaming my ADHD for all the things that I think are making my life harder and that I'm self-pitying for, what if these precise things are the ingredients that help me hold the space for the clients who cannot imagine paying anybody else who doesn't have this brain?

What if who I am as a coach is so awesome and the little things that I have trouble with, the things that I don't get right, the things that are a little hard for me, it's like, you walk into a room with Oprah and you meet Oprah and like a dandruff fell on her shoulder, and you're like, "What? What dandruff?" Nobody cares. It's Oprah.

And anybody who does care, it's like, listen, do you even want to talk to anybody who's like, "Oh, there's Oprah, oh, look at that dandruff on her." We don't care about those people, right? What are you focusing on? Why?

These are the thoughts that I intentionally programmed my brain with very early on because listen, it's not because I was a genius. It's because I was sick of the alternative. The alternative that I have absorbed and internalized all of my life, which is, "Well, you're fucked. You're flawed. You're less than everybody else. You're wrong because you can't sit through this meeting because you're distracted because you are late to this because your brain goes all the way over there instead of staying here, what's wrong with you?"

That's what I had internalized all of my life. I was fucking sick of it. I was like, "This sucks. I don't want to live in this self-oppression anymore." So, I decided to reprogram my brain with the thoughts of being my own biggest fan, being my own biggest believer, believing that I was brilliant instead of flawed, believing that my ADHD is not a liability but an asset, you know?

Celebrating my own strengths aggressively, like learning how to love them, learning how to prize all of the wonderful things my brain does instead of

Ep #183: How to Scale Your Business with ADHD

being depressed about it, depressed about what I believe, what society tells me are flaws.

And so, you have to do this aggressively for yourself as well. You do not need to hire 10 people to get your business off the ground. I didn't. I didn't start hiring anybody until I was almost at like a million dollars revenue. You know why? Because, like you, I have ADHD. I'm so brilliant and creative that I'm really good at solving problems.

And all the things that other people hired people to solve problems for, my ADHD brain just solved them so easily. So, I actually saved so much time and money because of my ADHD brain. There are so many things that we excel at because we have ADHD.

Think about how many people you can inspire with the brain that you have because of what you create with it. And you will never get there when you're telling yourself, "It's too hard. These problems are too big. I'm too disadvantaged. I'm too damaged. I'll never be able to overcome these issues. I don't have enough resources..."

It's just like when you think it's harder for you and when you think it's unfair, when you think the way you are is wrong, your brain will just endlessly find evidence of it, right? As opposed to deciding the opposite, just deciding, "You know what? I am going to be proud of and celebrate everything that is brilliant and beautiful about me. I'm going to recognize, tell myself the truth about everything that is magnetic about me, everything that's celebration-worthy about me, everything that makes me the dream coach for my clients."

So, that's a fundamental shift in how you relate to yourself. It's a fundamental shift in how you relate to the world. And guess what? It's a fundamental shift in the kind of coach that your clients get and that coach is going to be business is what I'm telling you.

I hope everything I told you today empowers you, emboldens you to go create the business of your dreams, not in spite of your brain, but because of it. I hope it makes you feel amazing about yourself. And I hope it gives

Ep #183: How to Scale Your Business with ADHD

you the permission to go out there, break all the rules, and remake the rules that work for you, that support your thriving.

This conversation will definitely continue into the future and I'd love to know what you think about this. So, if you have thoughts about creating an amazing business with your ADHD brain, making lots of money, rocking it with your ADHD brain, give me a holler on Instagram. I would love to hear from you. I'll talk to you next week. Bye.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox you'd better get on my email list. Sign up to receive my free e-book called *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to work with you. So get on that. Link in the show notes, and I'll see you in your inbox next time.