Episode #24 - Betty Bertels - Helping Entrepreneurs with Ease, Fun - and Flow! (Expert) Transcript

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Podcast Introduction and Mission

Welcome to the Startup Support Surgery podcast, where we light the entrepreneurial spark in medics and healthcare professionals. Join me, Dr. Jo Watkins, GP, business coach and co-founder of The How People, on a journey to discover where your medical know-how meets the business world.

This will help you find some clarity on how to balance work, passions and family, so that you can gain more freedom and control over your life but also continue to help people, which is actually why most of us went into medicine to start with.

Embarking on this entrepreneurial adventure is not easy. It is a roller coaster of emotions, but it's hugely rewarding and exciting in the process. Drawing in on my 20 years of blending medicine and business as a GP, I am here to share experiences, insights and lessons.

Expect lively chats, expert interviews and real life stories from medics who have taken their own path. Let's break free from traditional healthcare norms and explore more innovative ways of making a real difference to people's health and wellbeing, along with paving the way for a brighter future for us as healthcare professionals.

Oh, don't miss my free PDF called From Stethoscope to Startup, which is an 11-page guide in the show notes full of practical help and advice.

Introducing Betty Bertle

This is your roadmap to kick-starting your journey with us. Enjoy the Show. I am delighted to welcome Betty Bertle to the podcast today. Betty is a mother, a singer, and a wife and lives on the border between Carmarthenshire and Pembrokeshire in West Wales.

If you look at Betty's Instagram, you will see that her motto is to heal your past. grow your business and change the world. Betty helps people heal the beliefs that they think that can't heal and really relax as they grow into ethical business with greater ease, flow, fun and impact.

She uses a combination of RTT as we will hear rapid transformational therapy and coaching to support entrepreneurs and changemakers to get to the root cause of their behaviors.

I've worked with Betty over the last year, and she is absolutely brilliant. And in this episode, we share some of the things that we've done together, including RTT and coaching.

We talk about people-pleasing, perfectionism, the conditioning that happens within medics within the NHS, The fear and the struggles that people have about being seen, We talked about sticking in your lane, doing things you're good at, all sorts of things.

And our fact about Betty today is that, it's one of my favorites actually, is she once won an award for the best facial expressions at an international cheerleading championships.

Betty, welcome to the show. I've never said that publicly. But the best bit about it, which you don't know, is the prize that I got because it wasn't an official prize.

Oh God, I was 16. It was definitely underage. The prize I'd got was free drinks all night. No! I will spare you the details, but it didn't end well. I'm assuming it was a coach for the cheerleading championships as opposed to your

facial expression coach.

Yes, she's our cheer leading coach I love it. I mean, you gave me three options to choose from and I know that there will be many, many more.

Healing Limiting Beliefs and Childhood Conditioning

You are a lady that has certainly lived a life and i'm really grateful for you to be here today. So thank you for coming along. Tell us, I've given a little bit of an introduction and like I say, I'd like you to tell everybody who you are, what you're about, and then we'll take it from there.

Hi, I'm Betty. I work with people who are entrepreneurs, business owners, somebody changemakers, which tends to mean coaches, healers, doesn't always mean that.

The thread that ties everyone together is somebody who, and this is a bit vague and maybe a little bit too broad, but people who really feel that they're here to serve in a big way.

I say big-way, but it's not always so big. Sometimes it is little. But they feel completely held back. The feeling of held-backness, if you like, is totally internal.

It's like just sheer abject terror sometimes of being seen, the thought of like, who am I to say that, to do that to be that? Yeah, just internally blocked somehow.

And what happens the way you know you're internally locked somehow, is that you end up going around in circles. So if you've got a new business, you procrastinating like crazy, you end up reorganizing your sock drawer.

You end doing basically anything instead of the one thing you know you need to do in order to get the next client, to So yeah, there's these fears. And so I help people overcome their fears by using hypnosis, RTT, rapid transformational therapy, which you can probably ask me about in a minute.

I'm not sure. What happens with that is we go back to the root cause of where these limiting beliefs, if you like, these ideas that are stopping us first came in.

That usually takes people back into their childhood. and it might be something that they overheard someone else saying about what was possible, about, what makes a good life, you know, the right thing to be doing, or who they are, and children, from nought to seven, we human beings are literally programmed to We're like sponges, we're just taking on all the information we can about the environment we found ourselves in, right?

So our family, our school, community, society, culture, because we need to fit in. We need fit so that we'll be safe, so we survive. And then, I suppose, years down the line, people find that they are still They've still got these beliefs that came in as a child and those beliefs, instead of helping them like they did back then when they were children, are now holding them back and stopping them from getting what they want.

I love that. That is just the most beautiful description of what you do. And I know that there will be people hanging onto your every word right now because I have a whole community of amazing medics and healthcare professionals listening to this podcast and within my community.

This is something that comes up again. again and again. And I think healers, therapists, people whose work and life has been of service to others, there are these moments that you've described.

I love this procrastination sock draw analogy. What I do is take these medics that maybe have these thoughts and beliefs and fears and then I say, right, okay, then you, I know the NHS is difficult and I the day job is tough, but this entrepreneurship that you're now stepping into is a whole different kettle of fish and people get stuck and sometimes I don't know how to get people through this.

Sometimes I have to refer on, and this is why I love having you in my world, because I think there's a lot of people that are going to really benefit from what you're sharing with us today.

But is it possible to kind of heal somebody from this sort of thing? So if you've got somebody, especially who's been operating like this for quite a long time, is that possible, to undo all of that with your sessions?

Yeah, Joe, it's not only possible, but it is much, much faster than you think. Once you want to change. And I've learned my lesson by working with people who weren't ready.

So you know when you're ready, because you are sick of yourself. You're sick reorganizing your sock drawer. Some people give up before they do this internal work.

But yeah, when you can see the pattern and you're bored of your own behavior, you have to have a sense of what you want. You have be able to see, why am I not doing the thing I say I want to do?

Coming from medicine. Now, this is interesting because, I mean, it's not obvious, but if for anyone who knows anything about my story is a very different story to, I mean, it's almost polar opposite probably to a lot of people who end up in medicine or similar because I dropped out and I traveled and toured in a band and lived quite a wild life and did nothing that was conventionally you know, successful in inverted commas, and that gave its own challenges and beauty and all the rest.

But what I see with people who have gone down a very conventional route, well, first you have to ask yourself, why have I gone on that route? How did I get here?

And if you're honest with yourself was it your idea? Whose idea was for you to go into medicine? That's an interesting question, isn't it? And I think, you know, it requires a bit of soul searching.

Because a lot of the time, I see with my clients that they were trying and you, know I did this in my own way, did the things I chose to do, dropping out and traveling and going into music because I thought that would get me the love from my parents because they were that way inclined.

Do you see what I mean? And this happens all the time. And you don't have to go in to be a doctor or a lawyer to get your parents' approval. It plays out in different ways for different people.

But a lot of the times, it's parental expectation. the weight of that. I imagine that's quite weighty or I see that it's a weight thing for a lot of people to carry.

So where was I going with this? Why did you go into medicine in the first place? How did You end up here? And now some people will say, I was a child and I read something about a doctor, about, somebody who gave their life for others.

And I just knew that that was what I wanted to do.

Meeting Through Ted Hargrave and Networking

If that is the case, great. But like all too often, it's actually because it was somebody else's idea. And the trouble with doing things because they're someone else is idea is we just, we've just become good at doing what we're told and we don't become.

Good at. Doing what. We want, or in fact, do we? Don't even know how to know what? We. Want. So that's a big question in itself. What happens then if you're coming out of a institution like the NHS?

And suddenly you've been doing what you're told all that time. And there's rules and it's all very regulated and you know, it is all official. You know there are steps and things you have to do, presumably.

I mean this, I'm guessing. Suddenly, if you are an entrepreneur and building a business, is like emptiness. It's like there's a million ways, more than that.

There's infinite ways to build a business. And that's probably quite scary. Well, it is quite scared, you know, because how do you what to do if you don't know how to know what you want?

Does that make sense? So what a lot of my work is, is helping people to undo the conditioning. The conditioning is those limiting beliefs, like the times where we took on information from other people, to stop living outside in, and start living inside out, which means accessing your own well of creativity, accessing you own heart, your desires, asking yourself, what do I want?

What do want this to look like? How, What kind of business? And I know that you talk about this a lot, you know, in building your lifestyle, and then there's a of like, but am I allowed to have that?

Am I to want that, so yeah, there is a to unpick. Massive amounts. I've got notes all over the place now. You've touched on so many important things. Coming back to that want to change.

Particularly when coaches or people that have trained in lifestyle medicine that are wanting to help others, we've to find the people who are ready to make those moves that is required of them.

It's difficult to work with people too early or too late. That will will come to that because I know we both have kind of learnt that sort of thing from from time Being bored of our own behavior and I see that all the time people go round around in circles and they're getting getting sick of themselves and them saying the same thing that's a sign that maybe you're ready to to make that move and to really drill down as to what's causing that.

I think you've touched on people pleasing, perfectionism, doing what we're told, conditioning, all of these things that I definitely see in medics. And I was brought up in a house full of meds.

My dad was a doctor, my mom was nurse. All I knew was medicine and nursing and the medical profession. But the key for me that got me to, in the end, I had got me into medicine and kept me there was that someone told me I couldn't do it.

He'd fell about laughing when I told him I was going to apply, which was really my dad saying to me, look, give it a go. And I said, okay. And so I was just doggedly determined and stubborn.

And even though I didn't get the A levels, I went again and I trying to prove a point, prove him wrong, which is something that I've had to unpick with your help.

It's been absolutely fascinating and I don't want to particularly go into full details on the podcast but it's unearthed a couple of big things for me that were things that I had not really thought of as particularly significant.

And with your help, I really feel like I've been able to work through those things and continue to go through these things. So personally, i'd like to thank you.

I'd also like anybody to reach out to you who thinks that you would be able help them. Let's go back to how we met. We've mentioned Tad already, but we meet and it was just like straight away, wasn't it?

Tell everybody about when that was. Oh, so that was so much fun. So Ted Hargrave, who you've just mentioned, he was in Britain. His business is marketing for hippies.

Which please go and check out because he's just fabulous. I don't know if you've spoken about him before with your community. Yeah. So he was in Britain and I had been in his membership for a while and i'd been working for him actually.

When I found out about him, I just was like, "I need to get to know this man and I will do it by whatever means

necessary." Because I'd been in the marketing guru, expensive, glamorous American community, which cost me a flipping arm and a leg to be part of.

That was great. There was so much I learned from that. Then It kind of all came crashing down one day and I felt like, God, there's no humanity in marketing.

And then I got plonked. The universe just plunked me into like a week later into Ted Hargrave's Marketing for Hippies community. I spent a year there basically just recovering from the trauma of having been in this other community and the inhumanity of it all.

RTT Therapy Explained

And just, I always say, licking my wounds and kind of coming back to. So that was how I found Tad. Then when he came to Britain, he come to stay with me and then I drove him around.

One of the places I drive him to was Newport to Alex Louise's place. And that was where we met Joe. That was fabulous. Her place was really packed out, wasn't it?

Yeah, it was brilliant. We did a workshop. And he basically answered any questions that anybody had. And I use you as an example of somebody when people say to me, you know, like the whole like networking and getting out there and meeting people in real life, sometimes people find that all a bit sleazy and uncomfortable.

You've just got to turn up and be yourself. Yeah. I think we were sitting on sort of slightly adjacent tables and you know I'd already seen you, you're one of those people that has a lot of energy and I would see a big smile and i think, we'd probably smiled over a coffee or something.

It was those award-winning facial expressions that hooked you in Jo. So it was my training. You're an expert in pulling people in with your weird facial expressions.

And we just got a tag and I said, you know, what do you do? And you, I think we were practicing our elevator pictures. It was our niche statement, yeah.

Yes, that's right. What we do and who we're doing it for. You are brilliant. I need to work with you. There was no sort of like, oh, better check her qualifications.

it's like you're working with Tad. I really like Tad, therefore I like you and you sound like somebody that can help me. Job done. Yeah, it's great, isn't it?

Well, this is the beauty of what Tad calls hub marketing. I was on a podcast last week and the lady, a friend of mine actually, Debbie, she's talking about sustainable business growth and how it is like a forest and we're all like tree in the forest.

It's just such a beautiful image. This does relate back to my work in that when we heal ourselves, When we uncover the genius that we have and become the unique individual that I am, that you are, and that each and every one of the listeners listening to this are because we're all unique and we all have our unique way of being, Oh, I could talk a lot about this.

The sad thing is that that kind of gets hammered out of most of us when we're little. It's rare, isn't it, that you go to a school and they say, you're great, just how you are.

Why don't you just be more like you? That doesn't tend to happen in Britain, and if it does, then you'll very fortunate. And same with parents, same everyone, sadly.

There are traditional cultures where that does happen and where babies come into the world. And Tad talks about this, you know, with the, this is why they have their little hands in fists.

Have you heard him say this? Because the grandmothers say, I can't remember which tribe this. Or the elders say that the babies came in with their fists because they've got a gift to offer.

And you know, each of us has got that unique gift. It gets called zone of genius, our genius. That only you can offer. Only I can, only Jo can. Each of has that uniqueness.

I remember why I'm talking about this, Jo. Bring me back. No, we were just talking. We were talking I think what you're describing is just suddenly feeling like you've found your people, like, you were in a very difficult, a different community.

And I talk a lot about this with my group. It's finding those people around you that can nurture and support you, but that understand you and that you have that sort of honesty and truth around what it takes to run a business, to build business because it's not pretty sometimes.

I mean, I don't think that people often I think particularly when we're used to having structure in what we do. So medics, like you say, we like A&B and we go between A and B and have different steps to do it.

And this is something that I've tried to pull together in my program is taking people through the steps but in the right order because often We don't know what the right order is.

So we come in to the world of business thinking, right, we need all the shiny things. We need a logo, a website, an app. All of these things are going to make me successful.

I have to pull it right back and it's like, hang on a minute. to the beginning and why they're wanting to do this, what this is all about, and what they are striving for.

But what you're doing is taking people from that point and going right back and saying, okay, before we start helping other people, we need to help ourselves first.

Healing the healer, right? Yeah, yeah, very much so. Yeah. Absolutely. I did just remember why I was going down that tangent, which was, it was about, I started talking about hub marketing and, you know, the forest and how, and the reason I, what I that when we accept ourselves and our uniqueness and a unique way of being, and we start to value that and say, yeah, I'm all right.

I am an okay person. Maybe better than that. There is so much, particularly in British society, we are so self-deprecating, aren't we? We are just horrible to ourselves.

When we heal that and we can start to treat ourselves like we might treat a good friend or our children, then what happens is there's no competition anymore.

You can just completely let go of the whole idea of competition because there is nobody in the world who is doing what you do like you did it, saying what say in your voice, in a way that you're saying it.

And this is why it's crucial, I think, to heal ourselves, because if we don't do that healing work, A lot of us have never really actually been initiated as an adult.

Gosh, I've been really digging into a lot. people talking about initiation culture versus what we have in the West, which is dubbed trauma culture. This resonates for me because essentially what I'm doing is helping people to become an adult.

to parent themselves, to stop because children, a lot of us are in the world looking like adults but behaving like children because all we're doing is trying to get people to like us or love us, or look after us.

Or to feel safe and secure. And that's not really adult behavior, because an adult can take care of themselves. And you see in initiation cultures that were more connected to the light.

I mean, there's so much to say about that. But where you look at traditional cultures, where there is actually a culture that is intact, the child, There's a point at which a child goes out into the world to become an adults, and they have to do something that probably quite scary.

And then they come back and they are different. Something's changed. But we don't have that. We've just got like this culture where we, yeah, I mean, it's been called trauma culture.

I really see that increasingly. You know, we're just all reeling from events that have happened to us in the past. Trauma can be big T trauma. People talk about ACEs.

In the NHS, that's the language that you use, I think. Big T Traumas, but more often than not, the people that I work with, it's little T-trauma. It's like the things that weren't said.

It was just like not hearing, I love you, you're doing a great job, your perfect how you are.

Business Growth, Marketing, and Finding Your Voice

Gosh, there's so much to be said about this. Then if listeners listening are parents, considering how hopefully the difference between how they are parenting their children, how we are parenting our children and how were parented.

I believe that's changing. We've just got this very trauma. If you look back to Victorian times, it's just this traumatic way of raising children that just is completely unhealthy and unnatural.

Children should be seen and not heard. It's just hammering them into the shape that we want them to be rather than the traditional worldview that says they're coming into this world with something for us.

They've got their gifts and we just need to love them and make them feel secure enough to open their fist and then they give the gift. And if we, yeah.

Oh, so much I could say about this, Jo, but I'll pause. I mean, it's fascinating. And I think this is going to really, really encourage people to look inwardly at themselves as business owners and to reflect a little bit on their own experiences.

Even if you aren't ready to dig really deeply, look at the way that your parenting and your influences and understanding of what that looks like and how you put that onto your children or how maybe you don't or you try and avoid that.

We could go into this at huge depth, but I would really encourage everybody to try to follow you on Instagram, find your stuff in the bio. I know you run webinars regularly.

please get in touch with Betty to find out more about that. And the RTT sessions, you use a combination of RT and coaching, don't you? And do you want to tell us a little bit about RT, and then I want you to ask some businessy stuff.

Sure. OK. So RT stands for rapid transformational therapy, And it's a method of hypnotherapy to regression to the root cause, which was created and developed by Marisa Peer, who is, she kind of models herself as a celebrity therapist.

I don't know if people will be familiar with her. She's an interesting character. The method is incredible. would say that it's not always incredible.

I think that what I would advise is just if you're looking for a therapist, and this is true across the board, the primary thing is find somebody you resonate with, somebody who you trust, somebody you just really connect with and you feel a good feeling with them because that's the most important thing.

The method is incredible. and particularly in the right hands, because it's quite full on what we're doing. We're going back to childhood events to unearth the meaning that we attached to those events and the story that started telling ourselves.

as a result of those events. So what happens is we go back, we find the scenes from the past and we look at them. We kind of see yourself there. You can, you imagine, well, obviously you've got your eyes closed in hypnosis.

And the thing about being in hipnosis is the conscious mind, the kind monkey chattering mind can chill out, and then everything that's ever happened to us is stored in us, in the subconscious.

So we're just going straight to that without the kind of chattering that happens with the conscious mind. We go in circles, don't we, because we haven't got all the information.

Anyway, so that is why the hypnosis is helpful. It doesn't have to be done in hypnoses, but the benefit of that, is One of my favorite things about the process is we find the story and then once people see where this comes from, it can be quite magical.

It can quite instantaneous. There's like a, oh, I see why I'm doing that. I don't need to do it anymore. We can go in circles and circles of the same behavior for years and years, and decades, in fact.

And sometimes I've had plenty of clients going back to being in the womb, Joe, which your listeners might find surprising. Plenty of times they go back being a baby.

Sometimes they've gone back past lives if they believe in that. and I would say whatever people believe. they can go there. The stuff that comes in in the womb can be just a feeling.

This can root cause of anxiety is just that the mother was anxious or worried. Then they just picked it up in their blood. However, you all would know more about that in terms of the science behind it, the biology.

But the baby knows something's wrong, but they don't know what. They don t know how to know. but they just know there's a problem. And so then they carry, and I've just healed somebody who was in her sixties, who'd been like compulsive, overthinking, over analysis, anxiety, chronic anxiety.

You know, And just seeing that, that it came in from the womb. She's like, Oh, you know who? There was that like red alert all the time. I don't know why that.

But I know that's something wrong anyway. So you go back to these scenes. then you just reinterpret them. You look upon them with adult eyes instead of with children's eyes.

And when you do that, it all makes sense and you go, okay, I don't need to do it anymore. Then I make a recording, a bespoke recording for each person, which I love doing because I've got a background as a singer.

I suddenly realized why I went to music college. I'm quite at home with the recording equipment, etc. I love making this recording, which instills the positive things I see in that person, or the potential that I've seen for that see for themselves, but they can't quite believe it.

It's such a privilege and an honor to be allowed to do that, to ask to that for a person. Then they listen to it every day for about a month. Twenty-one days, they say, is how long it takes to build a neural pathway.

We do it for 28, just an extra week, to be sure. And those beliefs go in. They do, they build new neural pathways. You all know how it was for you, but suddenly you're going about your life and suddenly, you think, oh yeah, I'm enough.

I am fine. Oh, I just found the whole thing absolutely incredible, just fascinating. But you know, everything from insightful to upsetting to fascinating to everything in between, but you've got to be ready to take that step.

And I certainly felt it's been incredibly helpful for me. So thank you for sharing a little bit about that. Now, we can't go into it at length, Everybody knows that running a business is difficult.

Running a businesses when you are wanting to help people, which you're a giver, you really want to make a difference. Tell me about some of the good things and some more challenging things about running your own business.

Um, so I think it's the same thing that the good thing and the challenging thing is the thing thing, is that you can do whatever you want, which is both amazing and terrifying.

Um. And why it is important to do this in a work, uh, otherwise you are in danger of becoming a carbon copy of someone else. This is what I did in the beginning.

You take on board other people's methods. It worked for them, so I'll do that. Really, and this is why I got from Tad the best thing, the single most best, I was going to say.

The single thing that I took from him that is just has been the most transformative, really, was this understanding, this idea that marketing can feel good, that business can fell good.

And so, you know, if somebody is doing a podcast and that's your worst, absolute worst nightmare of a thing, but you love writing, don't do a It's quite straightforward, really.

Or if you love talking to people, but you're not very good at self-directing and sitting down and writing, then maybe do a podcast. That's why I started my podcast was because I heard Tad say that and it suddenly went in.

I went, oh yeah, I'll do that. Does that answer the question? It's a bit like your strength. A character trait can be a strength and a weakness all at the same time.

This blank canvas that we have when we're running our own business can can be a huge exciting potential advantage, but it can also keep us really stuck and all of the things that you've talked about can become a problem.

So I love that idea of doing what works for you. I'm a big advocate that, you want to do something to get your word out there. Podcast, newsletter, YouTube, you know, how are you going to get your opinion out there?

Because when people do find you, which they're not going find by just scrolling on Instagram, we know that, but when they do you and they like you they want to immerse themselves in who you are and find out more about you.

So a podcast or a blog or YouTube channel is a great way of people really understanding And Tad's a great example of that. Again, I'll be linking him underneath, because we've talked about him a lot.

But you need to feel that affinity with somebody. So don't do something that feels clunky and horrible and uncomfortable. Do something you enjoy, basically.

That's what you're saying, isn't it? Yeah. I certainly, as a maybe empathetic person who's tuned into people, if I see somebody, even in a photograph, looking awkward, I am not going to go and work with them.

If I watch a video of them and they're looking really awkward I'm not go anywhere near them, and there's things that can be done. And this is why the work that I do is important.

Not just me, there are hundreds of people doing this, thousands probably. But that's why it's important to heal the things that need healing so that you can be okay doing those things if you want to do them.

But one thing I would say, Jo, is that if people aren't sure, because maybe people in your community, if they're not really in touch with what they like and how they want it to be because they've just emerged from this however many decades of doing what they were told.

One thing you can do is just go back, just spend some time thinking about being a child and ask yourself, what did you enjoy when you were a kid? What kind of games did play?

When I started thinking of this, I remembered that I used to sit in my bedroom and record radio shows. on my tape player. And I used to dance and I use to perform and use do little shows for people.

I've always loved being in the limelight. So that's a natural thing for me to want to do and play teacher. If you feel like you can't access or you don't know what your unique way of being is, sometimes looking back at childhood is a really helpful thing before the conditioning hit.

Love that. I think that's a great thing to leave it on. It's that reflecting on what you used to love as a child, trying to work out what was conditioning and what wasn't, and also taking that time out.

You know, it's very difficult to go from a busy, busy job into running your own business without this break. And I, think when we took our year of traveling, that was when I totally immersed myself into the learning, listening to podcasts, personal growth, reading the books, sitting there with post-it notes everywhere.

What am I good at? What do people come to me for? what do I love? You know, I was like, reigniting that creativity that was, that had been totally, you know burnt out.

Final Advice and Closing Remarks

And actually my child, used to make things and sell things the whole time. But that never something that very encouraged. So it's fascinating, but I think finding finding what it is that makes you tick is hard sometimes.

So these are great little snippets of advice. Is there any other bit of advise you'd give my wonderful audience of medics and healthcare professionals who are wanting to do things differently?

Is any piece of other advice you would give them on their journey starting out before we wrap up? In terms of relating it to the work that I do, the one thing that kind of shifted everything for me was something that we do in an RTT session that you'll be familiar with, Joe, is this idea of just bringing you as a child, upgrading them and bringing them into your, like just imagining, you don't, it's not a complex thing.

You can just literally imagine that that child is safe now, that you can, and you bring them into you world and know that can never go back and live in their world.

That actually, yeah, there's so many things that are available to them and it is not really advice per se. But I think it would have, yeah, it's just like behaving as an adult and not, and it reactions to things.

That's the kind of clue that this work needs to be done. When you're looking at someone else's Instagram or their website and you go, and then there's this whole spiral of shame and not good enoughness, just, I don't know, remember to love yourself and remember, if you can't, go find someone who can and really find elders and people who've done it, but done in a way that And really tune into your heart here, because we can, and I've done this, I hate for people to make the same mistakes, but just because somebody's making so much money, they're somebody to emulate.

Like, no, you want to be a human and you wanna not, this is the medic's vow, isn't it? First, do no harm. And, you know, when you're desperately trying to market your business, and this is why Tad Hargrave's Marketing for Hippies work is really important, we can be so desperate for the client that we do harm, that they get sucked into working with us when that's not what they need or want.

So just, yeah, take the pressure off, I think is the thing. Love that. Betty, a total pleasure. Thank you so, so much for coming. It's been a pleasure to have you and you may well hear from people along the way who have listened to this podcast.

I hope next week, next month in a couple of years time. So thank you for sharing so honestly. Joe, thanks so for having me. Has been such fun to talk with you.

And yeah, please, anyone who's listening, just get in touch. I hope this episode has sparked some new ideas or challenged your thinking. Transitioning from medicine to business is not easy.

It's about adapting our skills while embracing the unknowns of entrepreneurship. it can be nerve wracking, but remember you are not alone on this journey.

Please feel free to reach out to me via direct message on LinkedIn or Instagram, or just shoot me an email at joe at bendylegs.com for support. And don't forget to grab the free PDF from the show notes from stethoscope to start up, which is your go to guide and resource for diving into entrepreneurship.

Many thanks for tuning in. I will see you next time. Thanks for spending your precious time with me. This has been a Monkey Pants Productions Podcast.