

# Rock Your Brain Rock Your Life

## EP 34: The Unknown Zone with Brooke Einbender

Welcome to Rock Your Brain Rock Your Life: the only podcast that teaches the cognitive tools and strategies you need to be massively successful without stress, overwhelm or burnout. Here's your host master entrepreneur and certified life coach Sarah Moody.

**Sarah Moody:** Okay. I am so excited. Y'all, I'm here with my incredible student, Brooke, and we're going to talk about her journey doing one-on-one coaching with me and being in our group program, the Rockstar Program. Brooke has been one of my students for three months and her story like literally blew my mind, like where she shifted in terms of belief in herself and what she's done.

Brooke. You're just amazing. You're just an incredible woman. And so why don't you tell us a little bit about you, describe what was going on in your life before you started coaching and what you hoped to get out of us working together?

**Brooke Einbender:** Thank you, Sarah, for having me and inviting me on your amazing podcast. That's really what drew me into work with you, was listening into your podcasts and diving in, and just so many of the things you said resonated with me. And I mean, we have many synchronicities: that your dog's name is Marley. My dog's name is Marley. Your favorite place is Telluride. I live in Telluride, Colorado. And your coach's name is Brooke. And my name is Brooke! So when I was listening to your podcasts, I just honestly broke down in tears because I, I knew we needed to connect. And so it was just like really fabulous and I can't believe it's already been three months. Time has flown, but so much change has happened in the very best way possible. And I'm really excited to share this, journey with everyone listening and tuning in. So my name is Brooke Einbender and I go by Mindbender Art. I'm an artist and entrepreneur living in Telluride, Colorado, a town of 2,500 people, 9,500 feet altitude. It's a very remote, beautiful, inspiring, town with a thriving arts community. I'm originally an oil painter. And when I was living in New York, before Telluride, I learned about virtual reality.

And that's where you put on a headset. You're completely immersed in 3d digital space. And I knew I wanted to integrate this into my practice. And so when I moved to Telluride, I received a grant to get my own VR equipment. And that was in 2018. And since then I have been really using these new technological, artistic mediums to innovate and integrate into my personal practice.

And from there, it's just amazing to look back and connect the dots and see how each of my experiences to this day has led me to where I am and the business I'm now creating. And this has all blossomed within literally the past month. So yeah, that's a little bit about me and I reached out to you because I felt like I have so much untapped potential and I knew my art career was on a really rapid, upward trajectory.

And so I wanted to gain certain skills, like time management, belief in myself, and really just, you know, being in my full on power seat to achieve my fullest potential and make the greatest impact on the world that I possibly can.

**Sarah Moody:** That's so great, Brooke. So tell me, like, what were some of the things that you were feeling before we started coaching?

**Brooke Einbender:** Definitely a sense of overwhelm, because art is my passion, but it's also my business. And so I always just wanted to be in the studio, creating, creating, creating, and I, at the same time, notice I want a healthy relationship with myself, with my work and with others. And. So through time management, that was the biggest issue I was facing is not holding enough time for myself, and just being, but also for others.

And to really maintain my, my friendships and my family and everything in that regard. And so burnout was a huge thing I wanted to combat and avoid. And also the feeling of overwhelm. I have like a to-do list that is...So long and extensive, and was never fully completed. And so there was that feeling of not being enough, because there was so much on that list to do, and it was never, you know, satisfaction because there was always something more.

**Sarah Moody:** That's so consistent with you and the rest of the cohort. Very high, achieving big, huge dreams. And like, where's all the time. Definitely needing more time. Yeah. So, I'd love to know what were some of the thoughts that you started noticing you were thinking as you started coaching?

What were some of the feelings that you started kind of shifting into as you started using our tools and managing your brain?

**Brooke Einbender:** Well, it was the craziest and most amazing thing was when you taught us about our puppy brain and CEO brain. And for me that just allowed awareness around my thoughts.

And through that awareness, I've been able to help manage the way I'm thinking and through the thought work and framework, I like had this Eureka moment, like Holy cow, thoughts equal our results. And that is like an amazing connection. And so

by being aware of my thoughts, especially my puppy brain and where a lot of thoughts arose from a sense of fear and failure and that fear of failing.

That I could actually notice and be the watcher and control those thoughts so that it didn't paralyze me or keep me from achieving those results I wanted. So that was huge. Another tool that I've learned that I've been really happy to integrate and I'm still working on it is... You know, as an artist, I consider myself free and creative and when creativity hits me, I'm in the studio, but at the same time, having a calendar and having structure is important for every career path. And for me, it's really honing in on time and creating the most value of that time. So I can actually have more time for relaxation, enjoyment, fun, and, it's liberating. And so it's something I'm still working on, of course, and it's a process, but that's a skill that I am consciously honing in on every week.

And I'm not being hard on myself. If I don't follow every facet of that calendar. That's okay. It's a process and it's a true skill. We have to learn over time.

**Sarah Moody:** Exactly. That's so beautiful you said that. I love that our teaching is grounded in the fact that we've got about 60,000 thoughts in our brain.

And I remember when I shared that with you and like 80% of them are negative and 95% of them are in spin cycle. And so it's that whole thought of like, of course nothing's gone wrong. Look at my brain, it's on overload with all these thoughts. Right. And that's so cool that you started to use these tools and also to Brooke, just you've really embodied, like when we've got big, crazy goals for our lives, B minus works enough, right?

Like there's no perfectionism here right? Or it's like, perfectionist rehab here, because we're dreaming big and we're creating big things. as you remember too, like you sharing how much bridging thoughts have helped you, being open to believing that you can like build this huge business that you're building and do this huge art project that you're going after and build the team and make all the money and all the things.

**Brooke Einbender:** yeah. And going off of that, you said grounding. That was a key word. And for me, I consider myself a very grounded person, but as I started doing the thought work, I realized I had so many thoughts floating and just around my brain and being able to hone those in and put them down on paper has been really powerful and same with time management and the calendar and feeling that sense of control rather than, you know, things are just floating in the air and you just go through your day blindly. And that's kind of how I worked was what do I feel like doing in this moment and prioritizing that way, but through pre-planning and

structuring your calendar, setting aside time for yourself, it's truly a grounding experience.

And to go off the bridging thoughts concept, bridging thoughts are kind of like my mantra now. In the way that we practice one thought in our sessions where it's, I can do hard things. And that has been my, my beacon throughout this entire journey. Starting this crypto NFT art project, global art installation, turning into a marketplace and a community of 24,000 people, 12,000 artists included in that.

And it's really been amazing to keep that in the back of my mind throughout this process, that yes. Hard things will arise, but I can do hard things. And for me, I want to go where no other artists has gone before. And so that has just been so powerful to be able to bridge, my thoughts of self-doubt and into being empowered.

**Sarah Moody:** And you've really embraced like discomforts, the currency of your dreams. Like exactly. You can do hard things and I've loved listening to you in our one-on-one coaching sessions where you've said, you know what? Life is like. I feel proud. I feel certain I'm like in all of what I'm doing and I'm feeling discomfort and brave and Holy shit, how am I going to do this?

And you know, it's the 50, 50, you've been amazing at embracing the 50, 50, so many of us back to your point earlier about the CEO and the puppy brain. So many of us just live in our puppy brain. Right? Pleasure, ease, pleasure, rinse. Repeat. And you very quickly moved into your CEO brain, your prefrontal cortex.

And would you just take a couple of minutes and talk about what you're doing? Because I just I'm like dropped jaw when I think about what you're doing and I'd love you to share it with our audience.

**Brooke Einbender:** Yeah. And it really all happened from my thought that I want to, like I said, go where no other artists has been gone before and impact as many people's lives in a positive way and help with social environmental causes.

So my project was really birthed out of quarantine and it all began with me truly listening to my intuition and collecting reclaimed doors. And tell your ride. And so there's a Facebook group called sweet deals. People post things they don't want or want to sell. And I started seeing door posts and I collected every door I stumbled upon and they kept coming into my life and I realized that Doors are such a symbol of these times of quarantine and isolation and what happens behind closed doors. And they also symbolize these transitions of one, one door closes in our life and another opens. And truly, I feel like I'm going through this, you know, metamorphosis as I create this project of stepping into the unknown and shifting from a place of darkness and into the light.

And so this turned into a hundred door or installation permanently. They located on 110 acre property called Camp V. I'm painting each door. Each door will have a unique cutout that will become a hundred piece work of art that's in the form of a puzzle.

And from there, I really started integrating my other skill sets and knowledge to amplify the impact of this project and to scale it. So when I learned about NFTs, which are non fungible tokens and they utilize blockchain technology to help secure authenticity, transparency. And it's an amazing new medium for artists to work with, to become their own independent sovereigns, create royalties of their artwork for the secondary market sales and, the whole premise of this is removing third-party intermediaries and putting the power back into artist's hands and never before has artwork been able to be collected digitally. So now a JPEG is a digital asset, which is huge. It can be just like, thinking about a fine art oil painting, Picasso, they are both assets. And so I've decided to scale this and make not just 100 or art installation, but six. So it's turned into a six-year project. One installation per year will be created on every continent.

I'll be working with local artists in the community and every installation, whatever land it's situated on. The sale of that hundred piece physical puzzle and people sponsoring these doors will support social and environmental causes tied to that land. And a whole part of my practice is merging the physical and virtual realm.

And I have decided to actually create NFTs of these doors. So 3d scanning each door, and I'm bringing in emerging artists and emerging musicians. So every one of these collectibles unlocks one artist and one musician behind that door, they will both write their door, closing, opening story, and their work of art will be inspired by their personal story because stories are what connect us all.

And we've been lacking and craving this sense of connection and humanity the past year. And so this project really is it's foundation is through connection and community. So in total, over the six years, There'll be 60 drops, which are the launch of the sale of the NFTs of a hundred door NFT collectibles. So in total it will be 6,000 NFT collectibles and 12,000 artists. And, for every one of these 60 drops, there'll be one famous artist behind a door and one famous musician. And so they will be uplifting their entire emerging artists community, , through contributing a work of art and really just saying I was once you and in this place.

And there's a whole virtual reality world component. There's a community component. I'm even going to create a TV show in the virtual realm with programming and events and really just hone in on how technology can be utilized for connection and community and not distancing us and superficiality.

**Sarah Moody:** Oh my God, Brooke. As you were talking, I had, I had goosebumps. You are the definition of going where no artist or entrepreneur has ever gone before. That belief that you have is so in your body, it's really just profound to listen to what you're doing. And I love that you practice this belief of like, I can do hard things and as we know, feelings drive actions.

So tell us what useful feelings you practice each day to drive the action around where no artist has gone before...

**Brooke Einbender:** Absolutely. And it's great you say that because the project is titled the Unknown Zone, so it completely embodies this whole ethos embedded, which is sure what's behind your collectable door, but also how can we push this space forward and do it in an ethical way? So I...I practice every day and I did this today when I woke up: what do I want to feel? And it's confident, gratitude, love, and discomfort. And those four feelings, I really do embody them with every conversation I have. I've been talking to really amazing leaders and multiple types of spaces from XR art to cryptocurrency, to legal and.

I'm really trying to embody this centered state of, I can do hard things. And throughout this process, I'm really grateful for the opportunity to do this and to carry myself with confidence and to welcome the discomfort, because that, like you said, is the currency of our dreams and for the growth to happen, we have to feel that Level of getting outside our comfort zone and, I mean, it's really great to just simplify it to a few key words and to carry it with you throughout every action.

**Sarah Moody:** Oh, that's so beautiful, Brooke. I love that. I want you to share with everybody. Just three words to describe what it's like being in this coaching program and coaching with me. I know I get this question all the time. Well, w what's on the inside. So would you mind sharing...

**Brooke Einbender:** The inside is amazing!! The community is amazing and the words that come to mind are.... resourceful. I mean, I have a whole toolbox of skills that I can utilize in any moment of my day and throughout my life, which will just push me forward to be my very best self, so resourceful. Community. To find a group of women that are all very like-minded going through similar things and are there too support one another. And Sarah, you hold such a wonderfully open and safe space to articulate all of our feelings and our struggles, but also our successes and our achievements. And so it's a really wonderful community in that regard. And, I was craving that sense of community and you were facilitating that, which is just so magical. So community, resourcefulness and empowerment to take these skills and feel like you can tackle any hurdle that comes in your way.

And, it's really, really beautiful. And to look back and, you know, track the growth through the tools you bring to us such as our weekly retro, where we talk about our successes, but also what we'd like to improve on and actually having a weekly record of our accomplishments and then celebrating those conscious accomplishments. It's huge. And, we really need to allow ourselves to bask and our achievements and give ourselves a pat on the back, which I don't think we do enough.

**Sarah Moody:** Oh, Brooke. So beautifully said and so true. There's some correlation between like high-achieving bad-ass women and not enough praise and high fives to ourselves.

And I love that this is a part of our program that we commit to doing every week and holding ourselves accountable as a team. So thank you for sharing that. Before that you wrap this up, do you want to tell everyone what your unthinkable goal is?

**Brooke Einbender:** Yeah, absolutely. And so I really stepped into my full-time artists mode, during the pandemic in May 2020. And so I saw, wow, I sold 13 original oil paintings, that aren't cheap, during a pandemic and really not in person all through online sales.

And so by seeing that and the potential, my unthinkable goal was to be financially stable and actually generate a hundred thousand dollars in revenue from my art. And it's amazing because at first it was such a scary number and just seems so far out and unattainable and now I have to honestly readjust that I'm thinkable goal because I will hit it if I have my launch of my business in December, which is the plan with the first sale of the hundred NFT doors. And so, yeah, I'm surpassing my unthinkable goal, especially by the sixth year of this project, its potential is to generate between a hundred million and \$600 million, which isn't just going back in my pocket.

It's going into the hands of the artists who created the work behind the doors and the musicians, and also amazing environmental and social causes that are dear to my heart. And so through community and. The power of connection and a really amazing team to lead this forward, it's going to happen and I feel it in every bone in my body.

And so it's so funny to look back at January 1st. That's when I launched my unthinkable goal and within just a few months, I proved that I can surpass it. And it's, it's really incredible. And it wouldn't have crossed my mind until here I am right now,

**Sarah Moody:** Brooke, you know what you are, you are, the definition of anything is possible.

You put your mind on something and you just went for it. And you've just been shifting belief in yourself and. Your unthinkable goal is now thinkable, which then means I'm probably going to have to ask you to come up with like another unthinkable call each 21, right. Because it's important to always keep stretching ourselves.

But you truly are. You're the embodiment of believing in yourself and anything is possible. And also to being an example to artists and all of your other constituents about what is possible. You're an example of what's possible, right? Like, think about the inspiration you are as a leader in this field. It's so beautiful.

**Brooke Einbender:** Thank you so much! That's the kindest thing and compliment I can ever receive from someone is when they feel inspired by my work and my mission. I've really been recognized for just being my authentic self and that's really how they feel after the end of our conversations, because my mission is to leave the world a better place and to really lead this project the right way and to lead by example. Pinpoint the flaws in our systems and turn them on their heads so that we can do hard things the right way, and not the easiest way. That's why I really want to create an all female team to lead this project, the tech industry is so male dominated. I want the environmental impact of creating an Ts to be completely offset and carbon neutral. So those are just some things, you know, that are floating around my mind is to show that it's possible and we can do it the right way.

**Sarah Moody:** You are definitely an example of what is possible, Brooke. Thank you. Rest in that every day. So I'm going to let you wrap this up and are there any kind of final thoughts you want to share with our audience about the world of coaching?

**Brooke Einbender:** Absolutely. Yes. And for anyone who's listening and curious, I think the first step is to really dive into Sarah's podcast.

And if things resonate within your heart, take the next step and just schedule a phone call with her and see really where the potential lies between a possible coaching collaboration and finding an amazing community because you won't regret that. There's only good that can come out of it. And I'm just so thankful to found you, Sarah, and for you to be a part of this journey with me and for us to have this amazing network of women, that I've been really craving of like-minded individuals who are really changing the worlds and, and leading different industries. I'm just so thankful to be a part of it and, and to find you and work with you. And, I really am just motivated and sticking with thought work because it will be exponential growth, and to have people to really hold you to that standard is...is really powerful.



**Sarah Moody:** Brooke, thank you so much for sharing your journey. Thank you for being an example to other women on this planet of what is possible. Thank you for embracing discomfort, being the currency of your dreams because you've embraced it all.

And thank you for just being this incredible woman. You just dive right in and I'm honored to be your coach and I'm honored to be with you on this journey. You're fucking incredible.

**Brooke Einbender:** Thank you, Sarah. And the best is yet to come. I mean, this is just beginning,

**Sarah Moody:** Which is amazing.

I know she's like three months in I'm like, Oh my God gotta put my seat belt on, Brooke and I are going for a ride!

**Brooke Einbender:** Right into the unknown zone! That's where we're headed,

**Sarah Moody:** Which is so fun. Right. It's so fun to just be on this journey, iterating and growing and like, who knows where we're going, but we're going to have fun along the way.

And we're going to go do big things that changed the world.

**Brooke Einbender:** That's honestly the mission of...my place on this planet right now. And to see that to its fullest potential and to arrive at that point. And then take a step back and bask in it because that's the beauty of it is all this hard work will pay off and impact so many lives.

**Sarah Moody:** Yes. Brooke. I love you so much. You're an amazing, incredible woman. I'm so grateful. I get to be your coach and I can't wait to see you probably later on this week or next week, whenever we're coaching next.

**Brooke Einbender:** Thank you so much for having me and letting me share my journey. And I truly love you too, Sarah. And, yeah, the best is yet to come.

**Sarah Moody:** Absolutely awesome. Have an awesome rest of your day. I'll see you soon, honey.

**Brooke Einbender:** Okay. Bye.

**Sarah Moody:** Bye.

Thank you so much for listening today! So if you're ready to take control of your time and stop letting your priorities fall to the bottom of your to-do list or roll over to the next day or the next year for that matter, head to [sarahmoody.com/gettingshitdone](https://sarahmoody.com/gettingshitdone) to sign up for my free Getting Shit Done. Masterclass. Y'all it's going to blow your mind. It's going to teach you the exact process I use to run two businesses, have a social life and have lots of time for myself. So you don't want to miss it. Head to [sarahmoody.com](https://sarahmoody.com) now, or find me on Instagram @sarahmoody.