

# Rock Your Brain Rock Your Life

## EP 29: How To Stop Shoulding On Yourself

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.

Hey rockstars. How are y'all doing today? I'm excited because today I have been working on my outline for a panel I'm hosting with one of my clubs here in San Francisco called Shack 15. And we're hosting this amazing panel on March 8th, which is international women's day with four bad-ass women. And we're going to have an exciting conversation about female entrepreneurs and blockchain's impact on business.

And we're going to wrap it up with a special feature on the very cool use of blockchain in the art world with one of my bad-ass students, Brooke Einbender. So, if you want to join this amazing convo, D M me on Instagram. Alright, today. I want to talk about how and why to stop, should thinking. I want you to learn how to allow yourself to want what you really want and never operate from a state of should or have to ever again. Quick note, in this episode, we're going to talk about how thoughts are a hundred percent optional. And if you haven't heard that concept yet and want to learn more head to episode nine, the rock star manifesto.

So y'all, when you give yourself permission to seek what you truly want, you immediately have far more energy, excitement, and enthusiasm about whatever it is you're doing. Wouldn't you rather be doing things you genuinely are excited to do? Obviously yes.

Let's start with what is a should. A should is an expectation imposed by us on another person or ourselves. And the worst kinds of shoulds are the ones we impose on ourselves. So that's going to be my primary focus and lesson today. If you're a conscious human being, I'm going to guess you have some shoulds lurking around in their thoughts.

Like I should call my parents. I have to exercise today. I ought to eat healthy today. I must come across as smart. I'm not called with my boss. I should send that thank you card. I should ask my friend to ski. The should, must, all of those words are a problem. So let me tell you a little bit about me.

I used to think I should do just about everything I did. I should crush these deliverables at work. I should find new business. I should exercise. I should date that kind of man. I should make more money. I should wear this. My house should look like this. Y'all shoulds covered every part of my life. I had all these expectations of who I should be.

It was a way of manipulating and pushing myself to be someone and have a life that wasn't authentic to me. I thought that by shoulding myself into action, I would then feel happy and perfect. And in control and loved and admired by others. Actually, I felt a lot of resentment burnout overwhelm. Generally unfulfilled and shitty.

On the outside my life looked amazing and everyone said, Oh my God, Sarah, you've got such an incredible life. But on the inside I felt lost and kind of empty. I felt this deep unfulfilled feeling.

And here's the thing y'all of course I felt unfulfilled and small in my life because I was shaming myself all the time. I mean, every day. That's what a should is, right? It's essentially judging and shaming yourself. And as you know, I call guilt and shame the evil twins. They do nothing except keep you feeling stuck and small, and demotivated.

I know this not only because I felt it and I experienced it, but also because of some fascinating research I found that I want to share with you. Dr. Susan Heitler is a therapist and she uses a technique called muscle testing also known as muscle kinesiology. And this technique assesses if a person is comfortable or stressed. And what she found is that when we say we should do something, our body tenses up the same way as when we say that we have to do something.

So the words should and have to actually decrease our motivation or desire to actually do the thing we say we should do. And then that makes us feel guilty. Isn't that fascinating? Should literally changes our brain and body chemistry in a way that makes us less likely to do what we're telling ourselves we need to do.

Should put us in direct conflict with accepting the way things really are. When we're saying we should do something, what we're really saying to ourselves is what you're doing right now isn't good enough. And guess what y'all? That shit is not going to help you. Negative thoughts, rarely, if ever, motivate positive action.

So I want you to think of should as a verb, something we actually do to ourselves or to the people around us. Some of you might've heard the phrase stop shoulding on yourself, which I love, but what does that mean? How do you do that? How do you stop shoulding on yourself? The answer is: you work on your thoughts.

The first step in getting out of shoulds is accepting that your thoughts are a hundred percent optional. Remember a thought is just a sentence in your brain. You can always choose to change that thought. So every single should thought that enters your brain is optional right?

Step two is realizing that you are human adult and that just about everything is optional.

Now that doesn't mean that nothing has consequences, but it does mean that you're making choices every single day. For example, I don't love doing my taxes. The consequence of not doing my taxes is potentially being audited and going to the IRS jail right? Which I don't want. So I'm taking the option of doing my taxes every year instead of going to jail. You can apply this to almost everything in your life. Don't want to exercise? You can do it tomorrow or not at all. Don't want to take your dog out? Hire somebody. Realize that you have more power than you are acknowledging right now.

Step three is to ask yourself questions. Y'all know I love questions so much. They are such an effective tool for getting your brain to work. Here's the question I recommend you ask yourself every morning, "what can I do today that I would like or prefer to do?" And then make yourself answer it. Once you've tried that question for a few weeks up level it to, "what can I do today that would make me feel proud?"

When you take action from the feeling of proud, you're automatically giving yourself permission to go after what you truly want and feel excited about.

So here's your exercise for this week. Choose one morning this week and take 10 minutes to do the following. Number one, write down a list of things you say in your life that include the words should have to ought to must.

Step two, ask yourself instead, what would I like to do? What do I prefer to do? Once you've mastered this, ask yourself "what would I like to do so I feel proud of how I showed up at work and at home today? What can I do today so I feel excited about my life?"

Alright y'all I'm so proud of you. You can do this. And if you want support on absolutely kicking ass and getting unstuck and crushing some big goals and fucking loving your life, come join us in the Rockstar Program. It's the only place I know of where we show up everyday for ourselves and each other. And we're going to blow our own minds this year. All right, I'll talk to you next week. I love you. Bye.

All right. Rock stars. If you learn something from this episode, here's what I want you to do. Get out your phone. All right. Rock stars. If you learn something from this episode, here's what I want you to do. Get out your phone, take a screenshot of this episode, share it on your social and tag me at Sarah L.

Moody and hashtag SMC rockstar. We might feature you on our stories and I love to see what you're learning. Okay. You got this love. Y'all.