



EP62 Woo²

Failure to Launch

with Colette Baron-Reid

Colette:

Welcome to Inside the Wooniverse, Woo². That's a little bit of woo times two. In these shorter episodes, you're going to hear more me like an audio journal on Wooniversal topics like abundance, resilience, working with the moon, manifestation, meditation, and much, much more...

Hey everybody, it's Colette Baron Reid. Welcome to Woo². We are inside the Wooniverse, me and my executive producer, Connie Diletti and this is where we talk about basically anything but this time, these few Woo Squareds, we are focusing on the spirit of your business and answering questions about business, about being an entrepreneur, about being a solopreneur, a little bit of woo-woo entrepreneurship, a woo-preneur. Somebody else has probably thought of that already. But anyway, and let's hear what you have to say because everybody has sent in lots and lots of questions, and we'll see how I can help this person.

Connie:

Let's do it. So we have a question. I'm just going to read it here. It says, "I have a business where I teach, offer courses, workshops, meditations, and I hired a team. We're in the middle of a launch, but it's been falling apart. Colette, what do you think I should do?"

Colette:

Okay, that is a very broad question. So here's what I will say. You need to start asking questions. First things first, if you've hired a team and your launch is falling apart, what you should do first of all, you have to drill down to your why. First of all, why are you doing the launch? So we all know if we drill down to our why and why did we hire these people... what's interesting too, hiring is also a fascinating thing. When you're talking to the spirit of your business, you will get real



clear indications of the quality of the people and how they might trigger your unhealed wounds. That's the other thing, because when you work in small environments, that always happens.

That's one of the things about having your own business is that you are going to be tested. How far have I come? How clean am I? Am I bringing personality issues in? And have I hired somebody that I knew intuitively that wasn't a good choice? Because then they would maybe poison the team or bring in... it may not be the right thing, or you might have hired a... "I need to do this. I'm doing a launch. I'm going to hire all you people." You know what I mean? It takes a while.

We have an extraordinary team as you know and it took a long time to get there. So I would say the kind of questions that you need to ask and anybody, I think this could apply to a lot of things. What's my why? And then, "Oh, if this isn't working, what's the pivot? What's the opportunity in here?" So maybe it's working exactly as it's supposed to. Anything that I ever had a lot of really difficult time within my business has been so important to my personal growth and my own transformation, and to help me hone in on honestly what it is I'm supposed to be doing. And what I didn't get from the question was, is it the content that isn't appealing to people? Do you know what I'm saying?

Connie:

What's falling apart exactly.

Colette:

Like what's falling apart. Is it personality problems between the team? Is it that someone said that they had skill they didn't have? Is it technology that you don't know about? Is it glitching or is it the whole thing and you're realizing maybe it was too soon to do a launch, maybe the timing was not correct, or maybe the content isn't. So ultimately I don't walk away, I run, let's see where it goes and then you learn from it because I think you and I had... I don't know if this person wants to keep their team or... again, I don't know enough about this question. The question is too broad, but I guess the overall answer is know the right questions to ask. Don't take it personally and realize why are you in this situation and what you can do about it is surrender it to spirit.



I got to say surrender this. There is some purpose to this that you are not privy to just yet. And I would say, "Okay, universe, I'm turning this over to you. I'm going to write it out and I'm going to see what I need to learn. So what do I need to learn from this?" Now when I have people dialogue with the spirit of their business, I get them to pull oracle cards, but I give them very specific questions so that we can reflect on those. That helps a coach client dialogue. You can really take a look at it and go, "Okay, this is the direction. Oh, I never thought of that. Oh wow."

Connie:

What are some of these questions for our listeners who may have oracle cards or can always go on colettebaronreid.com and pick a card of the day there?

Colette:

Well, a general question is what is the purpose of this falling apart? What's the deeper purpose? What do I need to learn from this? What in me is being reflected in it? Those are the kind of things, again, if you're in a knot, and then what is my next right action with this? I remember we were doing something and I kept getting Knot for you, which is a card in Wisdom of the Oracle. And I'm like, "What do you mean Knot for me?" It's like cut your losses. "Oh, okay. And then what did I need to learn?" And I think it was another day, it was TikTok or it was the same day it was like you're rushing. You don't need to be doing this right now. Maybe this isn't right now and maybe this isn't the right group of people and nothing is ever wasted. Nothing is ever wasted. So I think in a nutshell, if you are doing something in your business that you are sure because when you launch a product, you're sure that it's going to go, at least you hope it is right and it's falling apart, well sometimes it falls apart before it comes together. That's one thing I have noticed because it's happened to me a number of times. Sometimes it's supposed to create a pivot for you to move forward, but you ask the question is, "Why is this falling apart," and not be afraid of the answer and what part of it is falling apart. Is it the team that's falling apart or not stepping up? Is it the content that people just don't care about? Is it the timing? Is it too soon? Are you having a zillion technical glitches or whatever?

What is it that's falling apart? Because the whole thing doesn't fall apart. It's like dominoes. And then the other thing is, "What's my why?" Always drill down to your why. What's your why? Not



your what. We know what the what is. What's the why? What's driving this? What's your motive for doing this? Because sometimes people realize, "Oh, well, I did it this way because I wanted to be like so-and-so over there." I've had a number of people over the years look me in the eye and say, "I want to be you." I'm like, "Oh boy, you don't want that." I'm like, "You want to be you," and they get mad they can't be you.

Well, I'm a 35-year overnight success. How did you get successful? Well, I've been doing this for 35 years And I'm not saying to people, you have to do this for 35 years before you get really successful. But I put my 10,000 hours in as an expert in the areas that I teach in and that I coach. I only talk about what I know. I don't talk about stuff that other people are talking about just because it's cool and because we want to do it because we think we can make money ever, ever. You're here to do you. You do you. You do you boo.

Connie:

And then you'll see that is it falling apart or is it being transformed?

Colette:

Hello, thank you so much that you said that. What do you think that butterfly goes through? Little caterpillar. It was all excited. It was all fuzzy and was hanging out with his friends and all of a sudden, it's feeling like it's sick to its stomach and it's having nightmares and then all of a sudden, "Oh, I better put clothes on." It's like getting naked. All the fuzz is going, so it gets himself in a cocoon and if you broke open a cocoon that isn't finished, all you see in there is goo. So, now it's no longer a caterpillar, it's just goo.

Okay, so maybe you're in the goo stage when you're seeing, "Oh, this isn't working. Oh, that's not working. Okay, that person's got to go." And that's maybe why this is to help you up level. I'm telling you, anytime I always say, a hairball shows up in my business, it's like, "Okay, time to clean house and move up to the next layer and do the best we can," and then, "What could I learn from this? Where do I need to be going next? Is this the right path? Is this in the highest good for all?" Sometimes it's just not, but I always say nothing is ever wasted.



Connie:

Beautiful. I hope that answers your question and thank you for writing it. Yay.

Colette:

Yay. Thank you.

Credits:

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