

## **Multi-Passionate Mastery Podcast**

### Episode 4: The Intersection Between Focus and Determination [Transcript]

[00:00:00] Welcome to the Multi-Passionate Mastery Podcast. The podcast where creatives come to embrace their talents as a gift, not a burden. I am your host, D'Ana Joi, lover of crystals and house plants and mom to a very cute rescue pup named Chai. Together, we'll explore how to finally make friends with focus, ditching overwhelm and idea fatigue once and for all, and how to be unapologetic about who you are as a multi-passionate. But I'm not just going to pump you up with a bunch of empowerment content. I'm going to give you tools and practices that you can implement starting today. It's time to unlock your multi-passionate mastery. Let's begin.

[00:00:46] Before we get into today's episode, I want to let you know that applications for my group coaching experience, The Unapologetic Multi-Passionate, are now open. The Unapologetic Multi-Passionate is my 12-week coaching program where we explore three core pillars.

[00:01:05] The first segment is dedicated to unapologetic self-acceptance. You'll learn about your Human Design, and I'll introduce you to my signature Multi-Passionate Mastery Framework so that you can begin to look at your talents as a gift, not a burden.

[00:01:22] Then we'll move into unapologetic focus. We will go through a live masterclass experience that will unlock an entirely new way to approach focus in your day to day life and will blow your mind. My clients love this segment.

[00:01:38] From there, we will move into crafting your most unapologetic offerings. This means offerings that aligned with your big dreams but can be realized today. If you're curious to learn more or think you might be a great fit for the program, tap the link in our show notes or visit [multipassionatemastery.com/apply](https://multipassionatemastery.com/apply). I look forward to seeing you in there.

[00:02:02] Welcome to another episode of the Multi-Passionate Mastery Podcast. I am very excited today to talk to you about the intersection between focus and determination, more specifically, Seasons of Focus and determination. And I'm going to totally go off the cuff with this episode and tell you a story about something that has been happening over time but really came to a head today and inspired this episode. I am currently sitting in my mother's closet, and I want to talk to you about how my determination brought me here.

[00:02:46] I'm currently in a Season of Focus where my main priority is creating and launching this podcast. If you're listening to this right now, it means that the Season of Focus that I created for myself was, in fact, a success. Before I get into the story, I just want to say that we will dedicate an entire episode to Seasons of Focus, how to create one of your own, and tips for executing that with a lot of beautiful clarity and ease. But for now, I'm going to give you a short and sweet definition so that I can tell you this a full story, and we can really dive into the determination aspect of focusing.

[00:03:30] So a Season of Focus is a 90-day period that you dedicate to a specific project or intended outcome. It's a way to gain momentum and really prioritize your projects. When I first discovered Seasons of Focus and how impactful just 90 days could be for myself as a multi-passionate, it was when I was transitioning out of the childcare industry and into the copywriting freelance industry.

[00:04:07] I was a nanny for seven years out of college. I started nannying in college, and I nannied well after that. And it had its highs and lows, but ultimately it just wasn't what I wanted to do long-term. I knew that I wanted to use my English degree. I knew that I wanted to do something a little bit more creative. So I decided that I would take 90 days and make my focus becoming a freelance copywriter. And I did it. I created a resume. I created sample writing pieces. I submitted to publications. I did whatever I could to really show my chops as a writer.

[00:04:53] And it actually wasn't until after I made that transition that I looked back and I said, "Wow, I accomplished this in 90 days." And the reason I was able to do that was because I was determined. I set a goal, and I allowed it to be my priority. I knew that I didn't need it to be my priority forever, but for that particular season, if I truly wanted it to materialize, it needed to be. And that's when I realized the power of creating what I now call a Season of Focus.

[00:05:30] So fast forward several years and I'm ready to finally launch my podcast. I now know that the only way that I'm going to be able to do that as a multi-passionate person is to create a Season of Focus around that goal. So that's exactly what I did, and I also hired a 1:1 podcast coach like I talked about in the very first episode.

[00:05:55] Now, you think that simply choosing that I want to launch your podcast, hiring a coach, and then just blocking off calendar time would be enough to make it happen. But what's actually required far and beyond just blocking off calendar time, is staying rooted in my determination.

[00:06:20] Okay. So here's the story that I want to tell you. As I began recording the podcast, I assumed that I would be able to find some kind of quiet area in my apartment. I thought I could hang towels over the door and just put a bunch of pillows on my dresser and then put my mic in between the pillows and that would be enough to record. But I tried that, and it did not work. I live in a downtown apartment that's very cozy, and it's small. So there aren't a lot of places where I can record. The only place that I can kind of close myself off and feel like I have a little bit of privacy is a central area in the apartment that you have to walk through to get through the bathroom.

[00:07:09] So if I'm home alone, that wouldn't be a big deal, but I live with my partner. So if he's home and he needs to use the bathroom that wouldn't work. Therefore, I couldn't record if he was home. So that was already putting a lot of pressure on me to make sure that I was creating a schedule that was working around what he's doing. And I didn't like that because I like to have a lot of freedom.

[00:07:30] Then what happened was I went ahead and started recording in there, and I did not like the sound quality. It just didn't sound good. You could hear things that were happening in the living room. You could hear the hum of a fan, or you could just hear all this background noise. So I thought, "Well, maybe I can just record in my room." That's where I recorded my course modules, my voice over trainings, and they sound really good. I thought, you know, the bed absorbs a lot of sound. And I could just sit there and put lots of pillows around me and record there.

[00:08:05] Well, you're not going to believe this, but, and I'm not making this up, our neighbors who live just next door and so their backyard is sort of adjacent to our bedroom window. They have ducks. They have pet ducks and these pet ducks quack incessantly all day long. So recording in my bed was off the table. So I thought, "Okay, there is a WeWork building that is a 10 minute walk from my apartment. I'm going to go there. I'm going to go on a tour, and I'm going to see if that could be a place where I can go record."

[00:08:47] Yes. I'll have to spend a little bit of money to rent a, you know, a day pass, but they have these little phone booths that they set up for people when they need to have a private call, and they're not in the main common areas. So I saw the foam booth on the tour and I thought, "Oh my goodness. We have arrived. This is perfect. This is where I will record my podcast."

[00:09:10] The walls are padded. It's a small space. It just makes total sense. So earlier today, I go there. I get my day pass. I go in, and I go to the front counter and I say, "Could you help me find the most quiet personal phone booth for recording?" And they

walk me around and they say, “Okay, you know, the office next to this is vacant and there hasn't been a lot of activity here. This would probably be your best bet.”

[00:09:40] So I go inside the room. I set up my computer. I get ready to record, and someone walks into that area. And I can hear the door opening and slamming shut because apparently no one closes doors quietly anymore.

[00:09:58] So I hear the door slam, and I try to keep my cool and reminding myself that I can pause and edit this later. I start recording again, and then a group of people walk by the little phone booth that I'm in and they're talking and I can hear them as if I was right next to them. And I realize the glass door that is closing this phone booth off from the hallway is in no way soundproof.

[00:10:25] I also start to hear the steady hum of the air conditioner unit. And I pause, I listened back to the recording and you can hear it clear as day. So tears were welling up in my eyes because I had already tried my house. I knew that wasn't going to work. I thought for sure I had landed on the perfect place to record, and here I am all set up and it's still not working. And I started to just feel so frustrated and tears were welling up into my eyes because I really didn't want it to be this hard, you know? It didn't, I didn't want it to feel like I needed to jump through hoops just to record my podcast.

[00:11:12] But I took a breath, and I really felt into why is this so upsetting? And I realized it was because I am determined to produce a podcast. I am determined to create this podcast and launch it by a specific date. And I have created a Season of Focus around that. And a Season of Focus is 90 days. I only have 60 days left. I'm almost at the end of my first 30, and I don't have the podcast recorded. So, I was just so frustrated. But I took a breath, and I activated my determination. And I said to myself, “Nothing is going to stop me from recording today.”

[00:12:06] Going back home and trying to record was not going to be a good option because there was a plumber coming, and my partner's home and just, it would have been too much. And so I started to think to myself, “Who has a closet?”

[00:12:24] You may have heard this before, but many podcasters will record their episodes in their closet because the clothes that are hanging, they absorb sound and it's a smaller space. In my apartment, there's not a closet that I can actually enter into. There's space for the clothes and not much else. So I started thinking, “Who has a closet?”

[00:12:46] My mom has a closet. It's a huge closet, but it's full of clothes. And I bet that that space would be perfect for recording my podcast because it's big enough that I can sit comfortably and there's some airflow, but it's got that padding for the sound. So I sent her a text and I said, "Hey Mom, can I come record my podcast in your closet?" And she was like, "Sure!"

[00:13:17] So I went home, I got Chai and I got his toys, his blanket and all his stuff because he could enjoy some nice outside time and hang out in the garden while I was inside recording. And I just decided that I was going to do it. I was going to just go to my mom's and record. Now, my mom lives over an hour away and getting here, the traffic was horrendous. That's the most frustrating drive. But as I was driving over, I started to feel an abundance of gratitude. I felt grateful that I blocked off the entire afternoon to prioritize recording the podcast because it meant that I could sit in traffic for an hour and a half. The reason I had blocked off the time of my calendar is because I'm in a Season of Focus where this podcast is my priority.

[00:14:18] Now if I was in a Season of Focus, but I lacked determination, I may have sat in that booth that WeWork and cried and been frustrated and then just went home and called it a day. It's Friday today as I'm recording this and I could have easily said, "You know what? It's Friday. I'm just going to call it a day. This didn't work out. Oh, well, I'll figure it out later." I definitely threw a little fit. Right? I reached out to my podcast coach, Chelsea, and I was like, "Oh, why is it so hard? I just want to record the episodes." And I got, I got it off my chest, you know? And then I went straight into, "Okay, who's got a closet?"

[00:15:01] So as I was driving over, I was thinking that, you know what, even though this episode isn't planned, it's not on my episode list. I knew that I needed to talk to you about determination and Seasons of Focus and then very, very powerful intersection between them.

[00:15:23] Here's what I want you to take away from all of this, from the story that I told you today. When you create a Season of Focus and again, we will have a full episode that is dedicated just to that. But for now think of it like this: When you decide to prioritize a project, make sure that you are matching that prioritization with determination. Bring some tenacity to the table because that's going to serve you when distractions arise. That's what's going to serve you when things don't go as planned. Your determination is what will help you stay focused.

[00:16:14] And I want to be very clear that I am not saying to work yourself to the bone and never take a day off because you are determined. Sometimes, determination is

going to look like taking a break. Right? So sometimes you may say, "I'm determined to complete this project, and therefore, I need to take a day off so that I can come back and have a lot of clarity." Or, "I'm determined to write the first chapter of my book so I'm going to get good sleep tonight because I know that if I don't, I'm probably not going to be clear-minded in the morning."

[00:16:52] When you bring determination to the table, it's a lot easier to prepare yourself for success and to think ahead about what distractions may come up and plan accordingly. When you bring determination to the conversation of whatever it is that you're focusing on, you will be unstoppable, and you will prove to yourself that even as a multi-passionate, you can absolutely set your sights on a specific outcome and achieve that outcome.

[00:17:35] The more you do this and the more you practice this, the more evidence you will have that you are able to accomplish your goals and you can stay focused as a multi-passionate. And you'll be a lot less likely to feel like being multi-passionate is a burden or something that gets in the way of you accomplishing your goals and working towards your dreams.

[00:18:00] So whenever you have a specific outcome, choose to honor that with your determination. I can't wait to see how this lands for you. And I know that if you listen back to that story, you can think of some examples where you've already done this. And that's another really powerful tool.

[00:18:24] Look into the archives of your own experience and ask the question, "Where have I paired determination and focus, and what was made possible by that?" And if there are no examples that come to mind, that is totally okay.

[00:18:43] You can also think about, "What would it look like if I had a specific project or intended outcome I dedicated 90 days to making that a priority, and I matched that with my own determination." Feel what that feels like for you?

[00:19:05] For me, it meant not giving up just because my plan didn't work and coming to my mom's closet. And I'm gonna tell you right now, whatever the sound quality is, this is what it's going to be for the podcast because I'm determined to get this done. And that also means letting my perfectionist have a seat and being okay with this being good enough.

[00:19:28] All right. I hope that this was supportive for you. This was completely off the cuff and unplanned, but I knew that I needed to tell you this story in case it could help

you see what's possible when you lean into determination and stay solution-oriented while you're in a Season of Focus. I'll see you in the next episode.

[00:20:11] Thank you for tuning in to the Multi-Passionate Mastery Podcast. If you received anything valuable, send it to a friend. I know you've got some creative people in your life who need to hear this. Also, please take a moment to pop over to iTunes and leave a review. Even sharing one sentence about how you feel about this podcast can help us reach the hearts and ears of more multi-passionates. If you're not exactly sure how to leave a review, I've left some instructions for you down in the show notes. Thanks again, and I'll see you in the next episode.

### **Links Mentioned in Show Notes:**

Take the free Focus Style Quiz: <https://joi-knows-how.com/quiz>

My Podcast Coach: <https://chelseariffe.com>

How to leave a review: <https://multipassionatemastery.com/review>

Connect with Joi on Instagram: <https://instagram.com/joi.knows.how>