

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter



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Lindsey Mango

[Soul CEO](#) with Lindsey Mango

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Lindsey Mango: Hey, girl. Welcome to *Soul CEO*, a podcast for women who know they're destined for more. I'm Lindsey Mango, and I'm going to show you that you can have it all and teach you how to get it by becoming the CEO of your soul, life, and business. Let's get started.

Lindsey Mango: Hello! How are you guys? Oh, my gosh. I'm so excited to have Ms. Tiffany Carter on today. You guys, I saw this girl speak actually at Kayla Craft's event, and that's where I met her, and she blew my mind. Her spunky attitude, her just no BS coaching, and just value add. I am so excited to have her on. You guys, I know I don't bring a lot of guests on my podcast. So, when I do, these ladies are absolutely amazing. So, Tiffany, I'm so excited to have you. Welcome.

Tiffany Carter: Thank you. I'm so honored. I know you rarely have guests, and I'm like, "I got a coveted spot."

Lindsey Mango: Right? Oh, my gosh. No, I love it. It's been something that's super fun because obviously, everyone has such a different perspective, which for you, one of the big things I want to ask you just starting out is you're huge on people being themselves and not being basic. So, I'd love for you to just expand on your perspective on that and why you think that's so important for people.

Tiffany Carter: What I notice, especially in this space where people are side hustling, they're wanting to start a business. They might want a personal brand, a book, a podcast, a blog, a vlog, whatever it is. Is that, "Okay, well, I'm going to kind of mimic what influencer Pauly is doing because she's really successful, right? She's successful, and she goes to Bali all the time. So, I need to replicate that." Not like you're copying, like

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

ripping them off, but I need to kind of emulate that in order for me to be successful.

Then what happens is it doesn't work because you can't fake energy, and there's already enough of Pauly's. Who's over Pauly, raise of hands? I can't handle it. Yeah, I'm over it. I can't do it. I'm tired of it. So, people want something different.

The only way to be different, and it be authentic, and you to be of integrity, is to be you. But the reason why people have a hard time doing that is because that's scary. Because guess what? If no one listens, no one buys the thing, no one signs up, no one attends. Whatever it is. You get no views. You get no likes. You get shit followers, and you're being yourself. Well, my Lord have mercy. That does not feel good. Right?

Lindsey Mango: Oh, my gosh, totally. Yeah, it's like the people perceive it as real rejection instead of putting, I call them representatives. When you put representatives out, it feels a lot safer, but oh, my gosh, I love that so much. So, how did you come upon as this? I know you've been in business a long time; you've built businesses, you've lost businesses. How did you develop your perspective on this specifically “Hey, you have to be yourself”?

Tiffany Carter: It's really you have to be the most raw yourself, not basic yourself. You have to be like almost showcase your flaws. Not just showing your flaws, but you have to showcase your flaws, showcase your strengths. You have to almost exaggerate them for those to translate, especially in this noisy digital world. Even if you have a printed book, or you have products in an Etsy or an Amazon store, or if you're a network marketer or whatever, to stand out, you've got to exaggerate for it to really capture someone's attention. How I came to this. Can I swear all on your show?

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

Lindsey Mango: Yeah.

Tiffany Carter: Okay. I have to ask.

Lindsey Mango: I appreciate that.

Tiffany Carter: Okay, good. In order to get to that spot, I don't take it lightly. I know it's not easy to put yourself out there. It's vulnerable as fuck. So, I call it the zero-fuck zone. When I am coaching people, they get finally to the zero-fuck zone. That's when your shit really blows up, but I didn't use to be like this. I had no self-worth. I was raised in an abusive household. I was bullied in middle school.

On the outside though, Tiffany was fronting. You would have been like, "That girl is confident. She knows what's up. I was well-spoken, but I was a fraud inside. I felt less than on deserving, and if you really looked at my relationships and things like that, I would be exposed. So, I made sure I hid most of myself.

Going about life that way is miserable, and I had to work a hundred times harder to make any money, if we're talking about money here and achievements. Operating, like you said, as a representative of myself, like my false self, is what I say. Then me just being me, and being real, and in the zero-fuck zone, it is a million times easier.

Lindsey Mango: Oh, my gosh. I just got chills. So, I'm curious when you went from that, that was like your before, and I'm sure as people listen to this, they're going to go follow you. They're going to go check you out, and you guys are going to see this girl is just all herself. So, I want to know what was that moment where your kind of like, "I have to stop doing it this way,"

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

and you shifted into this new way of being? What was that moment for you?

Tiffany Carter: Oh, I'll never forget it for the rest of my life. It was about five and a half years ago, and I had already had lost almost everything I had, which was around a million dollars. I'd already built it back. So, I had a couple million in the bank. I had the luxury townhouse in L.A. I had the convertible BMW, the five-star, first-class trips, all the shit I was telling you on the outside. I think I even had my hair extensions too. I can't remember. I had breast implants for sure. I still have them.

Lindsey Mango: Yeah, you had all the things right. Yeah.

Tiffany Carter: Right. I had all the things, and I was on my floor rocking myself, and I was like, "I have to leave this earth. I can't do it anymore." I was in too much pain. It was too exhausting keeping up this front. I was miserable. I felt like the walking dead. I didn't see a way out. Keep in mind, I've been in therapy, at that point, 15 years and multiple times at therapy. Art therapy, horse therapy, group therapy. I owned the entire self-help section in Barnes and Noble.

It just wasn't enough, and because my other company that I have does digital marketing in the pharmaceutical medical supplement space, I have access to a lot of drugs, prescription drugs, and I know how to use them for good and bad. So, I had everything set up.

At that point, I believed there was a God. I definitely believed in the universe, but I thought that God, the universe, my higher power, forgot about me because I was such a piece of shit. That's how low my self-worth was. So, it was my birthday, and I was like, "I'm going to go. No one would

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

miss me anyway.” I really convinced myself of that. We can convince ourselves of anything, good and bad.

I had one last conversation with whoever I was talking to, angels, universe, my deceased father, and I just said, “This feels so right to me to leave the earth now. There is nothing here for me. I wasn't meant to be here in the first place, and I just want a sign that I'm doing the right thing,” because I knew it was really final, and I was really ready to do it. I have no idea. It can only be explained by a miracle, by God, by angels, whatever. I got somehow inspired. I don't even know how I got there. I drove to a recovery meeting.

When I say recovery, a lot of people think drugs and alcohol. There's recovery programs. I was an exercise addict, which is a form of an eating disorder, and I was also a workaholic. People use that term jokingly, but there's actually a 12-step for it. It's a real thing.

Lindsey Mango: Yeah, I believe that.

Tiffany Carter: I drove to a recovery meeting that I'd never been to, and I don't even remember how I got there. I know some of you guys listening, you've driven places, even like you've been so busy or you're just somewhere else. You've driven places, and you're like, “How did I even get here?” Or you don't even remember where you put your coffee, and it's like you've lost your mind. It was like I was somewhere else, and I walked in those rooms, and for the first time, I didn't feel alone.

It was a room filled with women who were all at their various points of rock bottom and didn't have the energy to put on that front. That false self. And I didn't either. I didn't have the energy either. I was tired, and these people

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

accepted me anyway. It was for the first time that I didn't feel alone, and that stopped me from killing myself five and a half years ago.

Lindsey Mango: Oh, my gosh. Wow. I didn't know that story. I am just blown away. I just think I'm so glad you're here.

Tiffany Carter: Me too.

Lindsey Mango: I'm sure it's such a powerful thing to hear from you and have my audience hear that perspective because that was never my experience. I didn't have that. But that happens, right? That's people's reality. So, from that moment on, what started to change for you?

Tiffany Carter: What changed is I slowly started to learn to like some things about myself. It's not like all of a sudden you go from self-loathing and self-hate to self-love. Right?

Lindsey Mango: Yeah.

Tiffany Carter: I wish, but no. That's a whole process. So, I started liking little things, and then as I was so raw and vulnerable, and these women accepted me anyway at my worst, that helped me have more self-worth and self-esteem. I was like, "I'm at my worst, and I've exposed all my dirty secrets, and I'm still being accepted, and embraced, and loved." That helped teach me to then accept, embrace, and love myself, all the parts of myself.

I mean it, girl. It was a freaking journey, gut wrenching journey, that I'm so grateful that it happened because that's how I'm able to show up today 5000% me, which is so much less work. It was so exhausting, and I could show up how I am. Not that you guys can see me, but I would show up with

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

no makeup. I could show up sweaty from the gym. I wasn't the person you might be thinking of like piled on makeup, super fake.

Lindsey Mango: Totally.

Tiffany Carter: It was so tricky. No one would've ever seen it. I wasn't mad at anyone in my life. They wouldn't have seen it because I was cunning about it. It was like, "Tiffany and must be real. She shows up without makeup. Tiffany must be real because she does divulge stuff about herself that most people wouldn't." Yet I wasn't divulging the real deal stuff.

I see a lot of these people online now in this personal development space, and because I'm an empath intuitive, I can see through it. But instead of judging them, like once in a while, I slip in a judgment, but I have compassion because guess what, if this whole personal development coaching thing was as big as it is now, or if I had started it back then, oh my God, I would be horrified at myself. I would have a lot of undoing I would have had to do and deleting.

Lindsey Mango: They're like, "Wait, Tiffany has been in business for 10 years, but I only see like the last two years." Oh, my gosh. Oh, I love that you're sharing that with me. So, you go into evolving this, and you were running a business at the time. How did that impact the trajectory of your business and maybe a shift in your business as well?

Tiffany Carter: Yeah. So, I've had my first company for 12 years now. Let's just say, what was I in, like my 7th year of having it. ProjectME with Tiffany Carter, my passion, my love, my personal brand, that has only been in existence for a year and a half. It's just skyrocketed very quickly. Keep in mind, the last thing I could have done was show up online my face, my

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

words, my stories, my teachings, my lessons if I was riddled with self-hate, or if I only just liked myself. That wasn't going to cut it. I was very aware.

We're always evolving and healing, but I had to be very freaking healed because what I didn't want is to put myself out there, and you get haters, you guys, at a certain point. That's when you know you've made it, but it doesn't feel good. I can handle it now. I don't love it, but I can handle it. But oh my God, that would've derailed me.

So, what I did when I was at that point five and a half years ago of killing myself. We are always being supported, you guys, by divine, I had a full divine intervention. No one can doubt that. I want you guys to hear that. Whether you're led to listening to this podcast today, you're led to following Lindsey. I'm going to start to cry. You guys are led here for a divine reason. You need to hear this message. You needed to hear this story. You needed to hear it from us because other people have stories. You needed to hear it from us.

We are always being led, but we're moving so fast, that we don't slow down enough to see it because when we're slow, that's where a lot of our ugly thoughts come up. So, it's so uncomfortable, but we are always being led, and when you follow that, even something as stupid as if I'm at a stop light, and I get a divine download that says turn right, but I was going to turn left, I turn right. That's how far I go with it. Sometimes I don't know why I got that I turned right. It could have been to avoid a potential accident. We don't always get to know why. Right?

Lindsey Mango: Yeah, I love that.

Tiffany Carter: Here's the thing with business. If you don't have a business, if you don't have your health, if you're not alive, if you're not

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

happy, it doesn't matter. All the other stuff doesn't matter. So, I took my business, which by the way, was a seven-figure business when I went to kill myself, and I'm saying that emphatically so you guys know when you're scrolling online, but you don't know what you don't know.

I got rid of all my clients except for two because there's no way I could have gone through that recovery operating that business. I had to let employees go, and I pared it down. I was making the least amount of money I'd made since I was like 25 years old, and I didn't care because I had to save my life. That was more important. Money can always be made back. A business can always be built up.

So, for me to go through that, the priority was me, my healing, and my journey. So, then when I was ready, which I would say was about two-ish years ago. Obviously, that's when I really started looking at creating, going after my true passion, my true calling because I felt I deserved to. There is no way I would have curated ProjectME with Tiffany Carter hadn't I'd gone through all that.

Because why? Who would listen to me? I would have had all those thoughts I know a lot of you guys listening have. Who would listen to me? Who wants to hear from you? Who wants to hear from you when they can listen to Oprah? I would have had all of that, and it wouldn't have happened. So, it's just amazing. I'm glad you asked that question about business. No one has asked me that. I would not have been capable of running a business at that level while doing this work. Sometimes, you guys, there are things that are more important.

Lindsey Mango: 100%. Yeah. Oh, my gosh. Thank you so much for sharing that. I think it's so powerful no matter what you are experiencing in your life that you pay attention to all pieces of it because I do think it gets

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

so easy to get caught up. I know I have. It feels like the rat race, and you're like, "I got to keep going. Everyone is like running the race. We got to keep building our businesses."

One of the biggest realizations I've been having over the past months is that when you are making decisions that way, it changes the trajectory of your business, and it might in the short term help you, but in the long term, it's not going to help you and serve your greater purpose. So, whether that is taking care of yourself or slowing down to make bigger picture decisions, it's all like so important.

That's something I've just really been thinking, like, "Okay. Am I making decisions today that are for my life and everything for my 10-year future, or my 20-year future, or am I making them for my one-year goal?" So, I love that you shared that because it's definitely something I'm experiencing where I'm really slowing down to speed up to where I ultimately want to go. Obviously, in a different circumstance, but I think that's really powerful, and people need to hear that.

Tiffany Carter: Yeah, I love that you said that, to slow down to speed up because I get asked over and over again how did I create ProjectME with Tiffany Carter, and it blew up my podcast, coaching, my membership. How did it blow up so fast in a year and a half? Some people say, "You came out of thin air. Where did you come from?"

Lindsey Mango: Where'd you come from? Yeah.

Tiffany Carter: I say, "First of all, I'm a former broadcast journalist. Not that I have fans and followers from that, but I'm a trained journalist. I know how to write, I understand how digital marketing works, and I'm very comfortable

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

on camera. So, we all have our leg up so to speak, and that's one of mine, is communication and content creation.

The other reason is when you're really meant to do something, and you pour your heart and soul into it, and you're honoring that, and because I slowed down to speed up. Hadn't I done that work and taken a major pay cut. Some of you are going to roll your eyes saying this. Just keep in mind it's all relative.

Lindsey Mango: Totally.

Tiffany Carter: I went from seven figures to \$75,000 a year. That's fucking drastic.

Lindsey Mango: That's a huge change.

Tiffany Carter: I am someone who lives below my means. I'm raised in the Midwest. It's a thing. I still had like my Equinox Gym membership, and I hate cooking, so I still ate out and all that. But I pared everything down to where it was just my bare essentials to slow down to speed up. As you know, not many people are willing to do that because it's scary.

Lindsey Mango: Oh, 100%. Yeah, I mean, me going through that right now, I'm like, "It feels oh, but it's like, no, this is for the greater good." This is for the greater good of my purpose, my mission, all of that. So, I think it's so valuable that you shared that with everyone. I was going to ask about how you follow your intuition so powerfully. I think that's a practice for sure. So, I'm just curious, how have you learned to follow that? Like, "Okay, I

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

heard I needed to go right here. I need to go right.” How did you build trust in that? Then how do you identify the difference between that and fear?

Tiffany Carter: Oh, I love this, and you said it perfectly. Just like I didn't go from hating myself to loving myself in a month, or in like a 30-day program to self-love. With that intuition, now, when you don't believe in yourself and you don't love yourself, why would you trust your intuition? I didn't know shit. So, why would I trust my intuition?

So at first, I had to start with me building self-worth, and I love using the word experimenting. I use it in business, and I use it when it comes to this stuff. I am with manifestation, law of attraction, things like that. I experimented. I didn't know if the voices I heard was my ego, or I had a split personality disorder, or if it was divine. But ever since I was a little girl, I had those messages.

As a little girl sitting with my Barbie dream house and with the yellow carpeting, I remember thinking, “I better not tell anyone about this. This is weird.” I know a lot of you who are listening and follow Lindsey have it because I know Lindsey, and like attracts like. So, I bet a lot of you are like, “I've been that. I've had that. I didn't know what it was.”

I just started experimenting. Not with big stuff. If it was like, “Quit your job or something, or fire that client, or dump that guy,” I probably would not have listened to that. But the little things of you know what, “Instead of going to this regular coffee shop, why don't you go try that new coffee shop that opened up? Park here instead of here.”

When I would go to a bookstore, I would practice by letting my intuition pick the book, or even in my own library, which was rather extensive, and you

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

guys can borrow a book. I will even go sometimes to my own library and see what book calls to me. So, this is safer, right? It's not as risky.

Then I started building up that muscle because every single time I followed it, it's not like the sky parted, but really interesting things happen. Good things happened. Then over time, I started practicing it bigger where it's like, you need to remove this friend from your life.

Now, those are far scarier, and they take a little longer at that time, but I removed, you guys, three years into recovery, every single person in my life except for one, and we can include my mom in there if we want to. She's not super in my life anyway. So, you could say my mom and one other person. All of them had to go. They were all toxic. All of them. Because why would I have attracted wonderful people when I had no self-worth. It doesn't work like that. So, I had to do it.

I knew I had the trust at that point that even though it was hard, it was scary, I was afraid being alone. I'm an only child. I only have one living relative. I wasn't engaged at the time. I didn't have a boyfriend. It was like, "Oh my God," but then my muscle was developed enough where it's like, "Well, your divine guidance has never steered you wrong yet."

I can tell you right now, my gut is never wrong. I don't like what it tells me sometimes, especially about people. I might really like somebody. I might meet a new female friend or something like that in an event, and I really like her. I'm like, "Oh my God, we're going to be besties," and I really like her, but then there's this feeling in my stomach. Sometimes I get nauseous, I start sweating, and it's like something is not safe about this person, and I know I have to follow it even though I don't want to because that little kid, the trusting little kid, and he's like, "I know, but I want to play Barbies with her."

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

Lindsey Mango: That's so good. No, I think that's such a beautiful way to describe it and work on building it because I totally do that sometimes where I'll be like, "Okay, wait. Is this judgment? Is this my gut?" And really trying to navigate that, but I love how you call it like experimenting because it is. It is an experiment and building that trust just like you would in anything else.

Tiffany Carter: Yeah, and you guys should use that and practice that, experiment with that, when making decisions of, "Should I buy this course? Should I attend this event? Should I buy the ticket? Should I say yes to helping this person move? Should I hire this coach?"

The answers are actually already there for us, but we just have to do the work to be able to trust that divine guidance. I don't say that lightly. It does take serious work, but five and a half years isn't that long of a period of time, and I was going to kill myself, and then we can see where I'm at today. So, I know you guys can do it.

Lindsey Mango: Wow. That is so amazing. Ah, so good. So, I want to change gears a little bit and shift into you've built amazing, huge, successful businesses and continue to do so. I'm just curious what you feel like is the most valuable thing that has helped you do that?

Tiffany Carter: The most valuable thing is number one, even when I don't feel like it, or I'm in a mood, or I'm unmotivated, or I'm uninspired, or I have writer's block, I do the damn thing anyway. I might not do it at the same level of exuberance, or positivity, or energy, but I do it anyway.

I always joke with people on my podcast. It's like, if I only showed up, if I only completed tasks when I felt like it, I'd be living in a tent because I don't feel like doing most of the things that come with running businesses.

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

There's a lot of really boring stuff. This is fun stuff, right? Podcast interviews, and speaking at events, and having fancy photo shoots. Even the brainstorming part, the creative part, that's fun. But there is a lot of stuff that's really boring, but that's the stuff that moves the needle.

Lindsey Mango: Oh, I love that so much. I do, because I do think it gets very confusing for people when people online are like, it gets to be easy, it gets to be flowy. I think sometimes people misconstrue that as like, it feels good all the time versus it's like doing the aligned thing, and sometimes the aligned thing is scary, it doesn't feel good, is the thing you have to do anyway. Totally. I think that's huge. Love it. Okay. So, how can you recognize when your clients aren't doing those things, or they're avoiding those things?

Tiffany Carter: Oh, Lord. I love you guys. Oh, my God. The excuses, I always say it's the stories, and I can even sense it. Again, I'm intuitive, I'm an empath. I can just sense, and most all the calls I do are on Zoom video, so I can just sense there's this pause.

I didn't receive the homework I assigned them prior to the call, and they're going to come up with a story. But that's okay because now I know what their stories are, so we can work through them. We all have stories. One of my stories that I'm tired of and I'm still working on is I'm exhausted. That's a story. Then when you say it enough, what do you think happens?

Lindsey Mango: You're exhausted.

Tiffany Carter: Right. So, everyone has a story. Some people are in, I'm confused, I'm feel stuck, I'm not inspired. I've gotten a mercury in retrograde, and I go, "Oh, girl. I'm the wrong person to say that to. I'm all about all that shit. If I didn't turn shit in to my major clients or to any of you

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

guys because Mercury is in retrograde, no, that's not serving at the highest good and in integrity.

So, everyone has a story, and I go through people's money, cycle, and money story, and business cycle, and we all have it. We draw it out. What are you like at your best of your best? Then what occurs that starts taking that best of best, you start getting deflated? Then what pushes you down to your lowest, and how do you get out of your lowest? It's this continuous loop, and we all have it.

Awareness is the first thing. Acceptance of it. There's no judgment in ourselves. A lot of us judge ourselves like, "I'm a procrastinator. I'm this." Let's have acceptance. We're human, we all do stuff. Then how can we interrupt the cycle? How can we interrupt this?

By doing something different, by going right instead of left because we have to interrupt the cycle, or you're going to stay in it until all of time. Whether it's dating, money, business, your spirituality, your health, you're going to be in this 'till the end of time, and that's not going to work. You're not going to get to where you want to go.

So, I actually don't mind when I hear the stories. Coaching privately over 1,500 people, some of the stories are beyond. I can only imagine schoolteachers. We are so creative. I just laugh because no one comes to me if they want someone to pacify them, enable them, and not hold them accountable. You wouldn't come to me, right? I mean, come on.

Lindsey Mango: Yeah.

Tiffany Carter: So, they actually kind of already know. You can see in the look in their face like, "I know. Now, I know I'm really going to be busted by

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

Tiffany,” because they need to be. That's okay. This is how we identify and take a look at all these subconscious self-sabotaging behaviors that we all have that are holding us back from getting the very thing we want. We're the ones who hold ourselves back, which is so insane.

Lindsey Mango: It is. I love that we're talking about this because I think on your podcast, we did an interview on Tiffany's podcast, a couple things that you said. We talked about how I'm from the Midwest too, and we like to football coach ourselves in the head, like the judgment, the forced thing, and I love that you brought up having the compassion in those moments.

That's something I've really had to work on cause my immediate gut reaction is, “Get it together. Come on,” instead of just being like, “No, this has served me to some capacity. I just need to witness that, and then shift it from a loving place.” Then I love what you're saying about the cycle.

I think a lot of times, for me and my clients, it's when you start to see the same stuff happening over and over again, even when the circumstances are different, that's when your intuition, everything, is screaming at you, “This is a cycle you are creating.” Just like being really aware and open to seeing that is so huge.

Tiffany Carter: That's why it is so valuable to have someone who is having an overall look at the picture and not someone who you don't pay. There's a reason why I say you need to pay. It needs to be an objective professional. Someone who has done it and who gets it because they've worked with enough people.

They know what to see. They know what works. They know what communication style they need to use to get through to you because when we're left to our own resources and our own heads, you guys, it is

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

dangerous. That's what led me to want to kill myself, and I had a therapist. That wasn't going to cut it. It was like 55 minutes.

I'm not saying there wasn't some helpful stuff, but obviously, I was going to off myself. So, it wasn't enough because with the nature of how therapy works, they're not allowed to say, "You need to do this." Then they ask you, "What do you think you should do?"

Lindsey Mango: Totally.

Tiffany Carter: So, I needed to have someone, which I hired, and I have today, and now, I have multiple people who call me out lovingly and say, "Have you thought about this? Can you see how this is happening?" I'm like, "Oh, my God. How did I miss this? I can't see it," because we just can't. Yet I can see it in other people

Lindsey Mango: Oh, 100%. I always love to say, "You can't take the same brain that's created the problem and have it see it with the same perspective." It's just in there. I love that. I think that's so huge, and that's why I first hired a coach.

I was like, "I'm creating the same cycle over, and over, and over again. I have a different boyfriend, a different job, and I'm still feeling the same way." I was just so fed up with my bullshit, that I was like, "I'm done." Honestly, who knows where it will go, but I don't think I will ever not have a coach, or someone who does that. Do you like feel the same, or what is your perspective on that?

Tiffany Carter: I agree. The, again, trusting our divine intuition. I had my coach that is responsible, I mean, I did the work to, from getting my business firm to six to seven figures. Just near the end of last year, I ended

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

that relationship, meaning the financial relationship. I can still reach out to him at any time, but I'm talking many, many years, and obviously, amazing results. It was time for me to allow room in for someone new for a different perspective.

So, I agree. I always have some person that I am paying and that I'm happy to pay for an outside perspective for accountability. I need to be held accountable. Like I said, "There's a lot of stuff I don't like doing." So, I pay others to help keep me accountable, so the thing actually gets done, so I can help the most people because I know myself. It can't be like a hundred bucks. I've got to put in heavy cash.

Oh, yeah. I've got to put in heavy cash in order for me to go, "Oh, my God. I am paying for this, and for me to not do my part." First off, that's an integrity issue, which wouldn't work for me, but also, I'd be insane. I'm just throwing all that money down the drain. So, that's what I have to do for myself.

Lindsey Mango: I love that. I literally just did an episode. It was my 100th episode, and I talked about one of the things that to create consistency 100 weeks in a row, having an episode go live, was that I'm like, "I pay a production company." I can hold myself accountable, but I also, in the back of my mind, know that I'm not going to miss a week. I definitely think if that wasn't there, there probably would have been a few weeks that I would have been like, "I'm not going to do it this week."

Tiffany Carter: I freaking love you brought this up because I hired a producer from the start and a coordinator from the start, but not for that reason, but it ended up being a fabulous benefit.

Lindsey Mango: Yes.

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

Tiffany Carter: Because believe me, I've had deaths occur while having this show. I've been very sick, and I put out two episodes a week, and I know my producer needs it 72 hours prior, which is I'm respecting his boundary on that. Right? He asked to have it, and I have put it really close to that. Thanks, Tim. I put it really close to that spot, but I've never missed it even at where I really didn't feel like it.

You know what you do, guys, in that moment? You don't feel like doing the post. You don't feel like doing the video, the podcast, the pictures, whatever. Then even use that as your material. I've said it on the show. I've showed up where I'm clearly sick, and I'm like, "Listen, I'm sick. I don't want to do this, but I had to find a topic that lit me up, and I'm doing this because someone needs to hear this topic, but I really don't want to be here." Own that fact, and that helps you show up anyway because anything else would be fake. Right?

Lindsey Mango: Totally. Oh, I love that so much. Yeah, it is funny. I didn't hire my producer either to do that purpose, but when I look back, I'm like, "There were definitely weeks where I was like, 'Well, he's waiting on it. I've got to get it to him.'"

Tiffany Carter: Right. You got married during your show. You had a lot of shit going on. You might've been giving yourself a pass because most people would have said, "Oh, that's okay Lindsey. That's a lot, to get married."

Lindsey Mango: 100%. Also, the other thing is I batch mine a lot, and I think you do that too.

Tiffany Carter: Yeah.

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

Lindsey Mango: So, that helps. I'm like, "I know myself. I know if I'm spending the whole month of October for my wedding, I need to do this ahead of time." Yeah, I love that so much. Amazing. Okay. So, last question. What is the number one thing that you feel like you are working through right now in your life, in your business, that is like going to take you to the next level?

Tiffany Carter: For me, it is really that daily management of my mindset, and surrendering, and trusting that I can only do the best I can do, and the rest is being taken care of and undivinely supported. As a Virgo, Enneagram, six, INFJ, I can go in the weeds with like, "I'm looking at the numbers, and then you add this, and look at this, and blah, blah, blah." I'm in a course launch right now, and it is bringing up surrender. All we can do is the best we can do at any given time.

We have to let go of the rest. I can look in the mirror, I can look at you right now, and say, "I know I'm putting my heart and soul into sharing this into to the course. I know the people on my team have as well. It's not like I have like a bad apple. Believe me, I've had many.

Lindsey Mango: Gotten rid of those bad apples.

Tiffany Carter: But no one is a bad apple here. So, it is what it's going to be, and I need to trust that. I know me working on that surrendering element frees up a lot of energy for me and will allow me to experiment with more things because anything new I go after my business, I go back to that word. It's an experiment. I have no idea if it's going to work. I can have a very strong feeling, it might, but what is it working mean? That's my perception of it working.

Lindsey Mango: Totally.

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

Tiffany Carter: My perception of something working is very extreme, you guys. It's like, "Oh, it was a \$100,000 course launch. That's for my first course ever. Right? That's what working looks like to me. Well, that's pretty insulting to the universe. When we surrender, and however something is, and however something ends up is exactly how it was supposed to.

That's what working looks like, even if my ego doesn't like it, or my bank account doesn't like it. That's what it looks like. So, it's going deeper in with that work, as far as skill sets in terms of practical stuff. I'm not saying I've mastered it. We can always learn more, but after 12 years in business, I know what I'm doing. It's more of a mindset game, more of a refinement game. It's more of that kind of stuff than it is practical knowledge like how to write a post or something like that.

Lindsey Mango: So good. So, wait, you're a multiple, seven figure earner, right?

Tiffany Carter: Yeah.

Lindsey Mango: So, guys, a multiple seven figure earner just told us that she is working on her mindset. I love it. That's what I'm all about. I think it's huge, and I think it's so important. I think sometimes it's so easy in our brains to be like, "Once we get the elusive there, then I won't have this thing." One of the biggest lessons I've learned in continuing to grow is like, "Nope, I always got to show up to do the work."

Tiffany Carter: Oh, and it gets harder. I don't love using analogies, but it's like when you're trying to maybe lose weight, and it's the last 15 pounds, which I have on right now. That 15 pounds, that takes extreme diet focus. No wine for Tiffany. You really have to get very honed in. Exactly. That's what happens as you continue to earn more and more, and then you start

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

getting in the seven figures, and you want to go to the next level. It requires such fine tune tweaking.

That's why with my private coaching, I have coaching for new entrepreneurs making less than \$10,000 a month. Then I have coaching for experienced entrepreneurs. It's a very different situation in terms of mindset tweaking and business tweaking that goes on. It's actually a lot harder, I think.

Lindsey Mango: Yeah. Oh, my gosh. I actually realized that I didn't expect this, but like the bigger I go, the more there's new things. Like when you first start, you're not failing in front of people. You're kind of just doing your own thing. Where I'm like, "Oh, now this involves having an audience for your failure." This is fun. So, yeah, I think that's huge. I love it so much.

Well, Tiffany, thank you so much for being here. Thank you for telling your story. I don't think I've ever heard that story, so I'm truly grateful to have heard it, and I know it's going to impact my audience so deeply. I would love for you to share where they can find you, how they can connect with you. If you have any freebies out that they can get to implementing what you teach, feel free to share. I would love for them to hear about them.

Tiffany Carter: Sure. You guys can reach out to me. The best place is on Instagram @projectmewithTiffany. So, project me is one word. My podcast is the same, ProjectME with Tiffany Carter. So, at ProjectME with Tiffany, I spend two hours every single day, seven days a week, in my DMs. This is where I answer questions and I connect with you guys, especially when I do podcast episodes like this, and I share a story like I did that is a highly sensitive topic. I know it can trigger people.

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

So, I want you to know that you can reach out to me. I'm very aware of that, and that's also why I spend that much time in my DMs for that. So, please feel free to reach out. Obviously, I do feel I need to say this disclaimer. If you are truly suicidal right now, you need to call the suicide hotline or call your therapist immediately. Don't sit there and wait for divine intervention. Okay? I was just sharing my experience and my story.

You guys want to learn more about my tips, my strategies, how I make things work, how I blew up this personal branding space in just a year and a half, you guys can go to projectmewithtiffany.com/secretposse. So, projectmewithtiffany.com/secretposse. This is where I'm going to send you my tips, my mindset exercises, more personal stories that some are touching, some are more empowering, and you're going to be able to get those every week. So, that is the only way to access this, is by going to that link. So, I look forward to meeting you guys.

Lindsey Mango: Oh ,my gosh. I'll make sure that my team gets all of those links in the show notes, so you guys can check them out. I'll make sure to tag Tiffany and all the things when the episode comes out on my Instagram. Thank you so much for being here, Tiffany. I'm truly so grateful, and I cannot wait to hear the feedback on this episode.

Tiffany Carter: Me too. You're so welcome. It was so great being here. Bye, guys.

Lindsey Mango: Bye.

Female Announcer: Thank you for tuning in to today's episode of Soul CEO. If you are ready to take this work deeper, and you want to bring your dream business to a reality, I wanted to make sure that you knew that

Ep #102: Learn to Trust Your Divine Guidance with Tiffany Carter

Mango Magic Business Academy was available to you. Head to lindseymangocoaching.com/mangomagic.

Or if you don't have a business, and you are ready to bring your dream life to a reality and know you are meant for more, my Mango Magic Life School is also available. Go to lindseymangocoaching.com/mangomagiclifeschool for all the details.

These programs are both life and business changing, and you get access and coaching with me to walk through the modules, and ask questions, and get support to make your dream life, or your dream business, or both a reality. I love you. I can't wait to see you in there.