
Jaime Masters: Welcome to Eventual Millionaire. I am Jaime Masters, and I am so ridiculously excited to have Suzi Batiz on the show. She has an amazing product and company as I'm sure you've probably heard of before, Poo-Pourri. You can check it out at poopourri.com or suzybatiz.com. I saw her speak at Capitalism Conference in Dallas. And it was fantastic because her message is so different than what you hear from normal business gurus. So, thank you so much for coming on the show today, Suzie.

Suzi Batiz: Oh, you're so welcome. Thank you for having me.

Jaime Masters: Well, when I was looking through all of your bio and all your info, you really came from the lowest of the low. And yet, you're not pushing hustle and grind, and you have to do what you have to do. You're actually talking about energy and momentum and breaking patterns. Tell me about why you're shifting things and talking about that instead of grinding and hustling and all that stuff that most of the other people are talking about.

Suzi Batiz: Yeah. Well, mainly because when I was 38, I filed my second bankruptcy. And I often call it the luxury of losing everything. And in that space of realizing I'd lost everything, I looked back at really my actions, and I had done everything the way you're supposed to. I hustled. I was full of the grind. Just push through. Make it happen.

If will power could've made me successful – I'm very resilient from having a hard life growing up. So, I had a lot of will power. And what I realized was – if I could lose everything, I might as well have a good time because just nothing is permanent and nothing is for sure. And I was just done. I was exhausted, and I just said I'm not going to do that anymore. I don't know what I'm gonna do in my life, but I'm not gonna do that. So, that was really clear for me. So, I dropped the hustle.

Jaime Masters: Just like that? Does it ever come back? Because I'm assuming it was a pre-pattern from when you were growing up too because hustle sorta got you what you lost in bankruptcy, right? How did you actually do it on a day-to-day basis?

Suzi Batiz: Yeah, I think that – I'm not sure that the hustle is innate. I think it's something we're conditioned. We're taught to push through. We're not taught to pay attention to our internal guidance system. And really, I'll be honest with you. One thing I've really been tuning in with a lot is we're all just freaking terrified. Everybody's

terrified. You're terrified – probably your podcast – this isn't gonna be a good interview. Maybe your podcast isn't gonna do well. What's that gonna look like in the world? What if this Instagram posts? You know, me – it's like – oh my god, there's a shadow on this side of my face.

But we look at the bigger ripples out. And if you start tuning into those fears or really playing into this really – and not facing the fact that we're actually all just terrified. You just get caught up in the rate race. We're all just running, and nobody knows where you're running toward. You're just running. It's just we gotta get out of here. And it's like – well, okay, where are we going? And what's happening? And do we really want what we're going to on the either side?

Jaime Masters:

I'm so grateful that you said that because I do feel like we're in this cycle, and nobody is really happy. And we have entrepreneurs that are miserable, right? Or committing suicide or are in this ridiculously tough state, and it could be technically easier, right? So, can you walk us through how you actually got through it? Like any steps or any tips or anything that you had in order to manage that? Because it's still there, right? It's still in our head. We are terrified.

Suzi Batiz:

Yeah, and I think the first thing to do is to really face the fact that we're terrified, you know? Just kinda really own like – shit, I'm terrified. I'm terrified that I'll lose my power, prestige, youth, body, all of that – that we're conditioned that we have to be a certain way. So, first of all, fully face it and feel. I mean really feel that terror that kinda is inside of us. And then once you can do that – and the third thing I would say is – then look around at reality – like I'm gonna lose everything. Is that true? And I just sorta look around and go – actually, I'm in a really nice office today. The sun's shining in, so I just become really present and look at reality. The reality is I'm not gonna lose everything today nor is that even possible.

I could post a picture online with a big booger hanging out of my nose. It just did it right now, but my life is not gonna be over. That's the truth, right? People may not like it, and they may think it's gross, but it's not going to really affect my success.

So, I think we give things too much power in our minds, yeah. We think about these things, and they become bigger. So, when you can really fully face it and feel it, it kinda shrinks it down to the

actual magnitude it is. It's like – well, if I think I'm gonna – if something is happening in my business, sales are down; I think I'm gonna lose everything – I could get into the fear and run like crazy, or I could stop and tune in and kind of go, which is feeling, and go where do I think I could create more health and more vibrancy in my business right now? So, instead of chasing dollars, I really more tune into creative flow.

And we just this last month at our company went through a huge purge. I had – my feng shui lady came. I had a couple organizers. I had everything cleaned. Clean out every desk. Throw away any pen you're not using. Let's donate it. And that cleansing process – this month we had the biggest month in our history.

Jaime Masters: Congratulations.

Suzi Batiz: So when you – yeah, so it is the opposite of running. It was, literally, let's remove. And then whenever you remove, it's like a dam has been moved in the flow of energy. So, yeah, when you start just thinking about that and presencing, it's really easy to go – okay, come on.

Jaime Masters: How did you know that that purge would – and not as far as it must result in this, but how did you know that that purge was needed?

Suzi Batiz: I just saw kinda clutter. Whenever I start feeling kinda contained and cluttered, I can feel the energy. And I'm like – we need to clean. We need to purge. We have a lot going on, really too many projects. I went even – so we did a physical purge, but then I also did a project purge. I went to my creative and marketing – like what all projects are we doing? Let's cut 50 percent of them, and let's focus our energy on the 50 percent that really are going to move the needle because we get caught up doing a lot of busy work in life.

Jaime Masters: A million times, yes. And then we ignore all the feelings and just on keeping on, right?

Suzi Batiz: That's right.

Jaime Masters: So, how did you get better at feeling the feelings? Because normally when you say you feel the fear and you go into it, usually people assume that's the spiraling – oh no, worst case scenario, that thing. But you're saying feel what the actual sensations feel like? Tell us how you got good at that?

Suzi Batiz: Well, I think you can do both. You can go all the way down into the spiral. The problem is we don't go all the way down and imagine. For example, I think I'm gonna lose everything. Can you really sit there and imagine – okay, so I'll lose my house. I'll lose my cars. I lose everything. I'm lying out on the street. And really visualize yourself, look around, and it's like – oh, I'm okay somehow. It's all okay. So, I would say go into the spiral but go way into it, right? All the way to the bottom.

And secondly, I started work with a somatic therapist about probably 14 years ago. And I remember the first time she said, "Where do you feel that in your body?" And I was like – what body? That was my answer. Like I literally was a talking head, which most of us are. I had no idea that my body was available. So, I started – because that's what happens when we're in trauma or when we're terrified, we always go to our head. It's actually a fear strategy. It's a survival mechanism because we're ready to flee, right? And that keeps that mind going.

So, a couple of things – I started doing somatic therapy. I started meditating and realizing that I am not my thoughts. I can separate from those thoughts. So, those two things and then I've done a ton of plant medicines and other things over the 15 years. It's a constant journey.

Jaime Masters: Okay. So, I wanna dive really deep into this because I've done many of these things also.

Suzi Batiz: Good.

Jaime Masters: And I had the exact same feeling as you. I've lived – I was an engineer for a long time, and I was like – feelings are dumb. Just so you know, we're computers and feelings are dumb. So, I've had to realize that that is not true and that feeling them, especially because they are so uncomfortable, is not a bad thing, right? So, coming from there and dealing with – and I meditate everyday too now. But I feel like you have a depth at which you're able to do it more often, cognitantly, right? Because it's almost a pattern that you've created as a habit on purpose.

Suzi Batiz: Yeah.

Jaime Masters: So, what led you to all that? Is it just a constant like – and then I do Aya, and then I do this, and then I do – is it a constant?

Suzi Batiz: So, it's really funny. My sister is now on this path, and I remember her in the past – she said, “You're always seeking. I wish you would stop seeking, and I wish you would be satisfied.” And I just always had a head tilt with that. What I've realized is – I'm an explorer, and especially when I regain parts of myself, I'm super interested in that exploration. So, for me, this is a practice. It's a way of life. It's not something I do for self-care. It is literally – my goal is to reach my highest evolution within this lifetime.

It's not to be the richest person, right? If I am talking rich, I'm not talking material wealth. So, the Eventual Millionaire – we can become a millionaire internally. I actually – in my four-year sabbatical from my bankruptcy until I came up with the idea for Poo-Pourri, I found bliss and happiness within myself for the first time in my life. So, I didn't need money to prove who I was or prove that I could be happy. Then I started my business. So, I always had that point of reference.

So, I usually tell people – I'm taking people now through an abundance course, and we talk very little about money. Abundance actually means plentiful and a lot of something. So, you can say I'm abundant right now. You have abundant air. You have abundant sunshine. It's sunshiny here. Look around you. Look at the abundance. So to say I'm not abundant is not true. And wealth actually means well-being, and currency actually means flow of energy from person to person. So, when you look at these terms that we all think mean something important – if you just take abundance, currency, and wealth, those three together are basically the flow of energy for your well-being, and there's plenty of it.

Jaime Masters: I love all this. Okay, so when we're talking about what we do on a day-to-day action-oriented-type thing in your business – because it's one thing to be like – ooh, I can focus on the abundance and what I already have personally, but when you're actually already in your business, do you give up the money and you go after impact? Or do you go after the spiritual side and you wanna feel whole without the money first? I feel like – what do we focus on when you actually already have your business right now?

Suzi Batiz: Well, money is never gonna get you anything other than a little bit more ease possibly. So, stop chasing that. Just stop it. Because you're never ever, ever gonna stop chasing it, and you're gonna be on this perpetual Peloton that doesn't ever turn off. You're just gonna keep running. So, stop that and start looking at your internal

state. What I always say is that your internal world actually manifests in your external world. Abundance is our nature. It's our birthright. And if you can focus on your internal state and that state of being into removing anything that's keeping you from being afraid, right? Or that's making you afraid, right? So, start removing that. And when you start removing it, you become stronger within yourself. You become more intuitive, and you're able to navigate the business.

So, when some scary business thing happens – and I still get scared. This is a practice, okay? I lost millions of dollars last year on an auto unit. And it was this big story that competition was coming out, and they were gonna do one. So, we were in this big race. And not just the money, we lost a lot of time and energy. So, I was able to – and I generally do it. And I still – it's like a yoga pose. One day it's perfect, and the next day I can't even get my balance. So, I don't wanna tell you that I'm the master of this. Mastery has sharp edges, and it takes very fine attunement and precision.

But I definitely know how to flow with my business, so I would remove any – I would be diligent and vigilant about removing anything that is keeping you out of being in tune with yourself because you are the only person that knows. If you created the business, you're the expert, right? And you're gonna know more than anybody which way it needs to move. So, when competition comes out – like this big scary voice, which I've seen in – what I love about plant medicines is that it's like training ground for life, right? It's no different than the scary monster that you're facing.

Within your subconscious mind, you're able to kinda go – yeah, wow, I feel scared. Competition is coming. I could lose everything. And when you can recenter and make decisions from that place, it's a lot stronger decision rather than – oh my god, everybody back on out! Competition's coming! Let's all run! And everybody's running, and it creates a lot of chaos. And that energy doesn't actually result in very much in my experience.

I prefer being in creative flow. I prefer us holding our grounds, doubling down on what we do really well, which is our creativity. We're not trying to be like anyone else. So, I've gone through a lot of things in my past, but trying to – oh, this is what you're supposed to do when you're en masse, and then going no – that's not it. That's not our unique expression. Our unique expression is our creativity. Let's double down on this, right?

Jaime Masters: So many pieces to explore in regard to what you just said. So, one thing I wanted to say also is Eventual Millionaire – the reason why I created it, too, is its life first and then money.

Suzi Batiz: Yes.

Jaime Masters: Because I chased money and was unhappy for a long period of time. And so, when we can really work on the life and the joy first, the money will be way more fun also – just as a side note. Because entrepreneurs I do feel chase things constantly and are never satisfied, which is, I think, a gift in so many ways. And what I so appreciate you saying is that you're somebody that has a \$500-plus million dollar company and can say going based on intuition is more important than what Joe Shmoe, the strategist – that says this is the way you do it. How do we do that then? Especially because – with all these gurus telling us all the right things to do, tapping in can be really hard to find out what is you versus what is everybody saying stuff.

Suzi Batiz: It's not really hard. You're just not stopping. So, when somebody is giving you information, notice – how do I feel? Do I feel excited? Or do I feel like I kinda wanna back off and be out of this conversation right now? Just really notice. You don't have to be a master at intuition. Most people will tell you when something has happened in their life that they didn't want to – like I knew that was gonna happen. It's like what – who knew? So there is already a knowing within us.

So, just really slow down, and as someone is talking strategy to you, which I think strategy is great, but does that strategy work and resonate within you? And I always give the example of – it's like taking your child to a doctor and the doctor says, "Well, you know, I think his tonsils need to come out." And you're like – I don't know. That feels pretty aggressive. Does little Johnny really need his tonsils out? So, you go get a second opinion, third opinion, and you can kinda fill in. And you go – you know, actually I think the problem is dairy. I think dairy is what he needs to get off of first before we take such drastic action.

So, I think if you would claim that if this is your idea, it is your business, that you are the expert and really start exercising your expert energy or expert muscle, then you will realize there is no greater expert in the business than you. That idea came from you. You birthed it. Now if you take on someone else's business –

you're a stepparent, and there are some things there. But if you birthed this idea, you're gonna know what to do. So, stop acting like you don't. That's another thing, we act like – I don't know. Everybody gets caught up, so we're in fear, and we're addicted to drama. We watch it on television. We have it at the office. We gossip.

So, whenever you take my abundance course, I remove all of that. I remove all negativity, all gossip, talking about other people. Really, it's a drama cleanse for 90 days.

Jaime Masters: Every human needs that – just so – whether you're a business owner or not.

Suzi Batiz: Nothing is really that dramatic other than if you are having a heart attack right now. That's something to really pay attention to. But if you think back over the past year, it's like what do you even remember that was so really dramatic – that you remember right now. I can't think of anything. In the moment, it felt really dramatic. It could've, but right now, it's like – So, yeah, I think get rid of the drama addiction.

Jaime Masters: Why do you think we're so attached to that then too? Especially because it feels so real, and we're like – oh, it feels real in the moment.

Suzi Batiz: Well, it's adrenalin. So, you get adrenalin versus feeling. Adrenalin is that hype, hype, hype, go, go, go. Let's run, run, run. That's all adrenalin, and we are a society that runs off of adrenalin. Let's just drink more Red Bull. Let's do more, more, more, more fit, more and – And I'm actually leaning the opposite where I wanna do less. I wanna do less and less and less. I only work probably 20 hours a week in my office. The rest is a lot of self-care, and I know how to navigate and lead this company. And I can do that within those 20 hours. It does – and I'm very potent with my energy.

I don't get into drama. To drama spiral is really a waste of time, and when time is my greatest asset, I look at protecting that. And I often say – what if energy was the new currency? What if your energetic state and your company's energetic state were what you value most over anything that is financial.

Jaime Masters: So, what I adore about what you're saying right now is this is one of the reasons why I started Eventual Millionaire because I was a

mom of small children and only had 20 hours a week. And I was like – do we really have to hustle as hard as we’re told in order to achieve these big things that we want to achieve? So, I adore – and I always look for more females to be on this show, especially ones that really have their own energy and alignment and have made so much. I feel like there are a lot of people that have not made a lot but have alignment and can tell us about that, but it is very different for a business owner to hear somebody go – and by the way my company does extremely well, and I use the exact same tactics, techniques, and intuition to be able to lead, which is eye opening for everybody.

Suzi Batiz: I do. Yeah, 100 percent. You will always hear in our executive meetings – you’ll always hear – I respect when somebody says, “Something doesn’t feel right.” My next words are, “Tell me more.” What are you sensing right now? Because it’s not just me, it’s our entire company. So, I’ve really taught by example our leadership board to really tune into themselves and see if – does this feel good?

Because what we know is a campaign can work, and it cannot work. You don’t know. There’re so many variables, and our litmus test is – is it transformational? Is it innovative? And does it break patterns? That’s kinda the three things we’re into here in our company. If it does all that, then we consider it a win, right? Its like – yeah, we had a great time. We broke some patterns, we transformed some shit, and we innovated. That feels really good. Anything else is just boring.

Jaime Masters: So, how do you have metrics around that? That’s amazing, but companies typically run on metrics, so how does that usually go?

Suzi Batiz: You don’t. You don’t. And it’s so crazy. I just built a 30-foot wide, 30-foot tall inflatable poo emoji, and we’re taking it on tour. And the inside is a whole audio/visual experience for letting your shit go. And one of my friends is one of the top supply chain people in the world. I was just with him last week, and he says, “What the ROI?” And I just looked at him like he had four heads – like ROI? What do you mean? And he says, “What’s the ROI?” And I’m like its awesome, and we’re gonna have a great time. And he’s like – well, how do you justify – because it’s probably, I think – probably \$800,000 we’ll have in it not counting the tour. So, we’ll probably have a million and a half dollars in it. And I’m like – we’re changing lives. We’re transforming people. So, for us, the ROI is this litmus testis. It’s transformative, it’s innovative, and it’s

pattern breaking. That's our –

Jaime Masters: How did you go – this is it?

Suzi Batiz: Well, basically, one of the things that I always tell people to do is that a brand is a living dynamic organism. Okay? A company is a living dynamic organism. When you look at what a corporation is, legally it is an entity. The government actually in taxes – actually taxes it as a person – as a being. We don't treat it as such.

So, the first thing I would do is start writing out – Poo-Pourri has a whole thing. Here's Poo-Pourri. Here's who she is. Here's what she does. We do that for our consumers we're trying to reach. We do it exactly opposite. We do it – who is Poo-Pourri? What does she want to be in the world? What are her unique expressions? What's her tone of voice? She's beautiful and prissy, yet talks like a sailor. So, whenever we start writing all that down, we start seeing – oh, she's only interested in transforming shit, right?

So, it's transformative and innovative, and we like to break patterns. We're a pattern disrupt. We use it before instead of after, so we just sort of went really into the brand. And then you can start seeing the themes, and you can boil it down. It takes some time, but that's the best way to focus. Don't worry about who your consumer is. Yeah, because –

Jaime Masters: So, that's Steve Jobs talking, right? That's the whole point if you really do wanna be innovative – that we're not supposed to be listening to all the chatterboxes of what you're supposed to do anyway, but it's scary trying to do that.

Suzi Batiz: Well, you're always going to be scared, remember? We live on fear. So, what would you rather be scared doing, right?

Jaime Masters: Making huge poop emojis and having fun! Why wouldn't you?

Suzi Batiz: Yeah. Exactly! Our whole company is so excited. And it's amazing. I cried the first time I went in and saw it. And several members of our teams are crying, and that to me is a win, okay? If I can have these – we're doing, I think, 20 cities across the US in Q4. And if we can make an impact in those cities within those people, then we've won.

Jaime Masters: I love you. You're amazing. So, how did you get so sensitive though? Because especially on the journey – you've been doing

this for many, many years. I feel like I'm getting better with my sensitivity, but even the slowing down and the listening to intuition, sometimes I just sit there and go – ugh, I got nothing. I can't tap in like I want to. And I know not to make decisions when I'm unaligned typically, and that's hard sometimes too.

But how did you get more sensitive to feeling? So, that way, when you're interacting with other people – because I have issues when I interact with other people. I feel like – oh, I'm all in on their vision. This is great. And then I have to go back later and figure out what the heck I thought about it. Does that make sense?

Suzi Batiz:

Yeah. Again, I think that's slowing down. And I'm learning. I'm learning that. I'm a very fast person, but I'm learning to slow down and go – what am I really feeling right now? What's really – I think if all of us just slowed down by 20 percent, it'd be amazing what would happen in our life – just kinda just slow down, okay? Let's see what's really going on. We can get deeper that way.

But the sensitivity – I have weekly therapy sessions. I do EMDR on a constant basis. This morning, for example – my morning is about three hours. I had tea. I did yoga, which is more like Yen Yoga and Reiki. I had an IV drip. And then – oh, I meditate every day. That's a non-negotiable for me. So, that's the way I start my morning, and that's what I prioritize rather than getting in and making some business decision. What I've – yeah.

So anyways, sensitivity – just keep doing therapy. Plant medicines are huge for that and really being committed to deprogramming yourself. We've been programmed. And when you start noticing your programming and your conditioning, you can start deconditioning yourself – kinda like un-conditioning. I guess that's probably the word. But you can start saying – wow, I notice.

Just this week – I was telling some of my team on the way here today – I said, “You know, one of my triggers is when I feel time pressure.” I notice I get very flustered, right? What is that? When somebody's like – they don't alert me, and they're like – oh my god, you have five minutes. I'm like – argh! That's pressure for me. So what I wanna do is I'm gonna go into therapy and EMDR and see what that's about.

Jaime Masters:

I love it. Okay. So, I have the time pressure thing also. So what you're trying to do is you're going – oh, as things pop up and my awareness gets better and better, I'll just make sure I actually take

the time and effort – or ease maybe – to go into that and it have helped with it so that way I can learn a little bit more.

Because I feel like sometimes the awareness is worse because you're like – I'm doing that thing again! I'm doing it again! I've made it so my children can actually tell me when I'm doing something, which is maybe not a good idea because it doesn't always help with the remedy of it. And the awareness is definitely there, which I know is the first step, but I feel like – is EMDR – works very quickly? Or do you have an inventory of this stuff? Or how do you actually manage it because there are a lot of programs, not just like one, right?

Suzi Batiz: Yeah. And I think you just go toward what program is turning you on right now. I actually – EMDR for me goes to the top of my list because it actually changes your brain. Cognitive behavioral therapy, the Amen Clinic told me, has no change in your physical brain. So, we start thinking of the brain as an organ, and you can see PTSD in your brain. I look at that.

So, what I've found is there's – life gives me what I need to work on in the moment, and that's my priority. Like right now its like – oh, I notice that's a trigger. What is that? So, I become curious, and that's how I slowly become more sensitive is just kinda slowing down. And I think meditation and the plant medicines and therapy really help you kinda come out and look back down at the experience rather than being so fully in it.

Jaime Masters: Hmm. I know plant medicine for my friend that had PTSD horribly bad changed his life completely. The amount of work that both that – and I've heard a lot about EMDR. I've never actually tried it. Can you actually explain it to people so that way they understand a little bit more about what it is?

Suzi Batiz: Yeah. Its eye movement desensitization response, and basically now it's more advanced. It used to be you'd move your eyes whenever you go back into trauma. Now, there's like a beep in your ear and a buzzer on your hand that alternates. So, what you're actually doing is breaking the synapses in the brain, and it's that synapses that we learn from zero to seven.

We don't have our first conscious thought until we're seven years old. So, depending on your life from zero to seven, that is all programmed. You are learning. So, something terrible happens, your brain sees it and treats it no different than that's a tree. That's

a fork. That's a spoon. Its like – oh, be scared of that, right? So, then you are. And you can go back through, and it just actually breaks the synapses in the brain. It's very effective for PTSD.

Jaime Masters: I love the science behind it though. So, it's not just like – oh, just plant medicine, spiritual wooiness. It's like – no, no, no, look at your brain before and after. There're changes that happen, and we can measure that stuff nowadays, which is amazing.

Suzi Batiz: And there is a lot of science out there with plant medicine. Psilocybin has huge research, MDMA, used in –

Jaime Masters: Even the vet places are using them for vets that have PTSD. If the VA Hospital is using it, there has to be some sort of science behind it people, just so you know.

Suzi Batiz: Exactly. So, I really hope that we can at least get decriminalization and hopefully legalization of some of these because I do believe it will help.

Jaime Masters: Yeah. I agree. How do you know when it's "fixed," right? Because that's the other thing too. It's not really measurable. I think it went away. Is it gonna come back? Am I still running it? How do you really measure that or know when you've sorta gotten past something?

Suzi Batiz: I think it's really fun when you – my experience is life will give us what we need to test it. I remember I had done EMDR on I'm not good, and it really came from some old religious programming. And someone had – the next day afterward my assistant came and said – oh, someone's not gonna come, and you do this, and she said that you're not good. And what I realized – I felt such joy and delight hearing those words. There was no reaction in my body. There was no tension. It was like – wow, I'm really glad she's honoring that she's not resonant. Tell her she just gave me a huge gift by sharing those exact words. So, my experience is life will show us exactly, and you can see if there's still a trigger, right?

Jaime Masters: And that's the point. So, because we get so triggered and so running from our own programs, we're not even really real. We're not really us in making decisions or whatever it is. It's just triggers.

Suzi Batiz: No, it's all triggers and conditioning. And when you start realizing that, that's when you start going – holy shit, who's been making decisions here? And no wonder it's so screwed up, right?

Jaime Masters: Yeah. And everybody's got something.

Suzi Batiz: Yeah. You start regaining yourself back – pieces of yourself that you just abandoned a long time ago.

Jaime Masters: See, one of the exercises I have clients do is I go – okay, if we're stuck, especially in a state with your own brain, and who knows what's in there, right? Can you imagine you being someone else? Like a millionaire that I've interviewed in that exact position? They wouldn't have all the second – they'd be like – okay, I'm just gonna go do this, right? Without the triggers, without the feelings, without the reactions because they've either done it before or whatever the reasons are.

So, if that's the case, and it's all stuck in our head. It's not the industry. It's not the conditions. It's not the outside space, then it's something internally that we're working on. So, I so appreciate having you tell the story of the before and after because I don't think people, especially in business, even understand that it's possible to go – that is a trigger of mine, and I can actually get rid of it so it doesn't actually make decisions for me or against me in some ways, right?

Suzi Batiz: That's it. That's it. And also realizing that you are way more powerful than you think. We've given up, and we were – again I go back to conditioning, but we were conditioned. The parent, the teacher, the politician, everybody knows what we should be doing. And so we didn't get those skills kinda honed into us.

Children now are that way. I love the way parenting is happening now. It's more what do you wanna do? Oh, they don't like it. That's great. Because I believe that we are raising a more intuitive culture in the communities I've seen. I'm not saying in mass communities. There's a lot of programming going on, but I believe that people are honoring that more. Because here's the deal. Let's get real. What we've created the past 20 years is killing our planet. It's killing ourselves, and nobody's – most people aren't having a good time.

Jaime Masters: Which is – why are we on this earth anyway if everybody is just miserable the entire time? This is silly.

Suzi Batiz: That's it! Like it's not worth it. I got to see both my parents die living unfulfilled lives. Its like – no, I don't wanna do that. I want

to go for it because then if I fail, which – like I said, I’ve had the luxury of losing everything. I know I’m gonna be okay. The person listening right now doesn’t know that, but I assure you you’re gonna be okay.

So, keep reaching and keep looking inside at what is inside me that’s holding me back from doing this? That’s what I’m more curious about. Sure, sure, I can jump, but what is inside of me that’s keeping me from jumping. And who told that to me? Is that really me? Or did someone instill that to me? And it’s probably – don’t jump off that swing Suzi. You’re gonna get hurt, right? It’s as innocent as that, you know? Someone innocently – so, when I’m talking about program and conditioning, it’s not that everybody’s horrible. And you shouldn’t go to your parents and beat them up. They wanted your well-being or what they thought was your well-being, but it actually suppressed us in a lot of ways.

Jaime Masters: So, as a parent, this is what’s so difficult. I know that logically. So, I’m trying to let me children really understand how they – and they’re way better at it than I am – so go them, right? About knowing what they want and how they feel as they navigate through this world, but where is the line of having them actually have grit and be responsible and get past the I don’t feel like it mode, right? Their higher –

Suzi Batiz: Yeah. I don’t know. Did you ever listen? There’s an amazing – we’re gonna go meta here. There’s an amazing podcast from – what is that? The invisible? Do you know that podcast? There’s one about how to become batman.

Jaime Masters: Ooh.

Suzi Batiz: Yeah. Listen to that because it’s a guy who’s blind, and he literally has learned to tone – like click, click, click, click, click, click – and he feels the whole room by tone. And what’s so amazing about that is he trains people to do that. So, I don’t know. I didn’t – I raised my kids with a lot conditioning. I did. I didn’t know all of this when I was a young parent, right? I’m discovering it now, and I’m shouting it as much as possible. And I tell my kids now everything I learn. Honey, I conditioned you to be that way. It’s your job to get yourself out of it.

Jaime Masters: You’re like – oops, sorry. We’re screwing it up somehow, yup.

Suzi Batiz: And that’s another thing. You’re not going to be able to do it

perfect, but there is also an instinct in you. It's like – I don't know. That's hard. That's a tough one. I know I do it a lot here at the office – like just watching and gently persuading rather than pushing. My VP of creative – she's 30. She's a senior VP. She's 31. She wanted to be a director, so I kept giving her fertile soil. And now she's off directing, shoots all the time. She writes them. She scripts them. She directs them. It's not a big deal to her anymore, but it was a big deal in the moment. She was terrified. And I just kept saying what are you terrified of? What's the worst thing that's gonna happen?

Jaime Masters: So you're still uncovering – so for the children, especially using that tactic, when that fear pops up – and what's so tough though is when that fear pops up in kids – well in any human – it's hard to manage. You can't really – you know what I mean. You have to let it sorta pass through, right?

Suzi Batiz: Yeah. And I will tell you my mentor, Gay Hendricks, taught me something really important about fear. He said whenever you feel afraid, you need to No. I see is there a real danger or a real threat, right? Because fear could be alerting you of something. And sometimes I will – if I wake up – I don't anymore – but I used to wake up and be like – gasp, I'm gonna lose all my money, right? That was a big pattern for me, as I had been bankrupt twice.

Jaime Masters: Because you did! Yes, exactly.

Suzi Batiz: Because I did! Yeah. That was a real – I had some experience.

Jaime Masters: That was reality.

Suzi Batiz: And I would call my accountant and say – how are we looking? How are we looking for next month? How's our cash flow? Is there anything I should be worried about, and they say no. And then if there's not, realize it's just an upper limit or it's something – that thought is to keep me down, right? And then I can just realize – oh, that's just some silly fear. That's not reality. Again, let's go back and face.

So, I don't want people to be in denial thinking everything's gonna be wonderful. So if you feel afraid, look around, and go – is there anything to be terrified of right now? Probably not. And if there isn't – oh, that's just a limiting fear and a belief. And you can actually start feeling in. It actually probably feels a little more like excitement – like standing on the edge of the cliff, and you're like

ready to jump. Well, of course you're gonna be scared, right? You know you're gonna be okay, but you know there's that point where your toe – that last toe gets off the rock and then gravity sets in, and there's no reversing. So, I actually put people a lot in this course that I'm writing right now – I put people into that moment of when there is no backing up. What's the moment of where you can't undo what you just did toward your dream? I know.

Oh, I can't hear you. Can you hear me?

Jaime Masters: There we go. Sorry. Yeah. So, I've interviewed Gay Hendricks. So, everybody listen to that because *The Big Leap* is amazing. It's so awesome to hear his principles lived out through you because it's one thing to hear the stories about upper limiting problems when they're already passed. And another one being – and we're going through it right now, and this is what we do. We have to expand out of our comfort zone. And the anxiety and excitement are so close as far as feelings goes, and leaning into the ones that really can serve us instead of backing out is huge. Do you do that thing where everyone's like – oh, get out of your comfort zone every single day. Or how often are you pushing yourself energetically?

Suzi Batiz: I don't know about that. Again, those are other things that are driving us toward something. I would more – I more go – what do I want? And then what action step can I take that's easiest that's around me within my current environment? So, not what is – for example, if you want to be a speaker – okay, what's an action step you can do right now in this moment? Oh, hold on. Toastmaster's is here. That just pops in. The idea is gonna pop in. Okay do that. And then you go – toastmasters? And you go – that's not it. Okay, then what is it? Oh, hold on, there's a talk. And what happens is the universe will provide something for you once you start the action.

What happens – the reason people sit around and listen, I think, to *The Secret* and *Abraham* – Hicks – it's not that those principles don't work. It's just that we never start moving toward. So, when you even start moving toward – and it doesn't have to be that big scary leap either. It can be literally little baby tiny minute steps, and then you will start getting braver and braver and braver as you go.

Jaime Masters: So, how do you deal with right mentality or perfectionism, right? Because it's like – oh, toastmaster's, okay. But that wasn't it, so

now I'm not sure, right? And you second-guess, and you sorta go what's the right way, right?

Suzi Batiz:

Oh. So, Gay also has taught me there's zero intrinsic value – zero intrinsic value – in beating yourself up. So, I have learned by default that everything I do is for my learning and growth or else it wouldn't be in my path. And I really know that. I know it. I can be in the middle of a really hard experience, and there's a knowing within my being that goes something really good is going to come of this. And I can still fully feel as I'm going through it, but I know it isn't some spiritual bypass. I literally know I will grow because that's my commitment – is to learn and to grow through everything that I go through.

So, again, its like – oh, that wasn't it. Great. I have more information now. Okay, what do I wanna do? Oh, I wasn't as clear. Okay, great. This is what I want. Now, I can start moving toward that. There is no – you can get through all those clichés – the road to success is a long windy path. But what happens is people think I want this point, and then they run so hard toward that point like I did when I was 38 to realize – what have I've been doing? And I missed the entire journey. So, for me – and it's probably my age. You know, I just turned 55.

I actually – I vowed to Gay last week I will never – I get a little weepy. I said I will never miss another sunset. So, literally, last night I was getting a massage, and the sun is coming through the window. And I just sat, and I started thinking about just transitions. We forget. We jump from one thing to another, and we don't slow down enough to go. There's this beautiful transition time in between things, right?

Jaime Masters:

Yes. And no, I don't give myself enough time. It's actually a thing that I've been working on lately because you go from – now I'm in business mode. I have to do these things, and I'm like this. And then I go to kid mode, and I'm like – I don't even – you can't take a breath. So now, I've been trying to meditate for 10 minutes in between just to recalibrate myself to know what that next thing is, but it's constant. It's constantly trying things.

Suzi Batiz:

It's constant. And the world's gonna tempt you, and it's gonna lure you. That's what happens, and you keep going back. Life is a meditation, right? It's like that's what it is. Is that gonna get my focus and distract me away? Or can I pull back and really center and focus on what I want and what feels good.

And my experience is – no matter how hellacious the experience is in the moment, always when I come out of it I have reaped something, and I am better than before I went into it. That's what I 100 percent know because that's my commitment, and that's my path. I don't run around telling everybody the drama about it. Sometimes I do. You know, you have your drama friends. But then I go this doesn't feel good. What feels good is me going in and saying how is this here to serve me?

Jaime Masters: That makes everything easier though because even if the shit hits the fan, and you're like – oh, but that shit was worth it. I feel better now, right? Then it makes everything, no matter what is coming at you, be okay.

Suzi Batiz: Well, because you're always –

Jaime Masters: It's a practice.

Suzi Batiz: – it's a practice, and you're always growing. So, it's like it doesn't matter. Growth is what I want, so I'm growing. It's like – okay, good. Job well done, Suzi. I often tell people this building – this business has been sloppy and messy, but I've grown a lot as a person inside. And that is a greater reward for me than being on some Forbes list. The Forbes list is great. Thank you very much, but you have no idea how rich I am inside.

Jaime Masters: That measurement and just the permission to go – yes, metrics are great and can definitely let you know if something is actually going wrong so you can take action if you need to, but what's more important is the internal growth. And I know I'm an overachiever, growth-oriented-type entrepreneur, and it's tough when you can't measure it. When you can look back and see – look how far I've come, but it also – you look forward and go – but I have so much more to go because we're never gonna be perfect, right?

Suzi Batiz: And again, you might wanna reframe that. Are you an overachiever? Or are you a visionary?

Jaime Masters: Mmm.

Suzi Batiz: And visionaries – I used to call myself a perfectionist overachiever, and now I'm a visionary with impeccable style and integrity, right?

Jaime Masters: Ooh.

Suzi Batiz: And that's the truth.

Jaime Masters: That's sexier too.

Suzi Batiz: Yeah. Its like – okay, we're gonna go there, but how we get there is equally as important as us getting there.

Jaime Masters: Yeah. It's like the point of Eventual Millionaire. It's about the journey, and as cliché as that is, it's freaking true, right? Otherwise, why live?

Suzi Batiz: And you should change it to Eventual Billionaire.

Jaime Masters: I own that also.

Suzi Batiz: I think you need to upgrade it here.

Jaime Masters: I definitely agree. I definitely agree.

Suzi Batiz: Yeah, yeah. Let's do that. I so appreciate you helping people along their journey, but the main thing is – start trusting yourself. Start trusting that you do know more than you know.

You got yourself here. You are the expert. No one else can tell you. You can get advice all day long. Keeping tuning into yourself seeing if that makes sense to you. Does it feel good to you? Can you lay your head down at night going that was a good day? I'm proud of myself. I'm proud of what I did. Even if it was sloppy or messy, did I take action to change those triggers or those behaviors? And if I did, that's a damn good day, right?

Jaime Masters: Definitely a different measuring stick.

Suzi Batiz: And if you keep doing that, then eventually you're gonna be on the Forbes list. And you're gonna be like – how'd that happen?

Jaime Masters: That's exactly – that's exactly what everyone needs to hear right now. And I know we have to start wrapping up. I could talk to you all day. What is one action that listeners can take this week to help move them forward toward their goal of a million?

Suzi Batiz: Yeah, just start dropping whatever's dragging you down. Just think of yourself as you in – if you're a kite, what is that counterweight

that you've done? Is it a relationship? Is it a job? Is it a friend? Where's your counterweight? And start removing the counterweight and you're gonna naturally fly.

Jaime Masters: I love it, and that's scary. And then we have to go back and listen to this episode like five more times, so that way they know what to do when they're scared too because –

Suzi Batiz: And it's all perfect, yes!

Jaime Masters: And where can we find more about you and especially the course that you're coming out with because it sounds perfect.

Suzi Batiz: Yeah, suzybatiz.com – that's my website. And you can see me on Instagram. I'm @suzybatiz. And I've been monitoring my own Instagram, so if you go on there, you're talking to me, which is good. Facebook and LinkedIn might have little minions over there helping – little Suzi's. But yeah, and I do mini-podcasts like you, Jaime, just really tuning in and sharing because there is an abundance here. There's an abundance of knowledge that I've gained just going down the road, like yeah. And I get it, love yourself.

Jaime Masters: Easier said than done sometimes. Make sure everybody that's listening – go subscribe to Suzi's podcast; follow her on Instagram, especially for whenever that course comes out. Thank you so much for taking your time today to be with our listeners. I so – and with me. I so, so appreciate it.

Suzi Batiz: Oh, thank you. You're a delight. Keep doing what you're doing.

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Duration: 49 minutes