

TIFFANY: Hey there. I am so thrilled to introduce you to our incredible guest today, Alex Golden. Alex is the founder of Zesty with her business partner, Megan, and together they help people transform their lives faster and with more ease and compassion for themselves in the process. The theme in The Legacy Lounge this month is connection. I've asked Alex to join us to talk about the importance of connection, because, of course, you hear me talk about connection all the time, connecting with our legacy brands, connecting to our ideal clients, connecting in community. But just as important, we need to understand how to connect with ourselves. We're going to talk about all the things today. Alex, thank you so much for being here today.

ALEX: Hello, hello. Thank you so much for having me.

TIFFANY: Awesome. A little side note as well for those of you tuning in here today, Alex and Megan are also friends of mine and past clients. We actually created and developed their brand and website recently. So we have all of that going for us, too. And upon that journey, when I met Megan and Alex in a Mastermind, they are just such amazing humans. And then as they transform their own work, I've seen the work that they're doing with women specifically. And that's, again, why I asked Alex to come on and talk about connection today. So, Alex, as we dive in, I'd love for you to share just anything else you want to about who Zesty is, what you do, but also your journey and how you got to the place where you're at now.

ALEX: Yeah, absolutely. And now thanks to you from our rebrand, we can say that we're the mullets of transformation. As Megan and I like to joke, we did transformation on the front party in the back vibe around here. So we like to keep it fun, keep it light, because at the end of the day, transforming into the person that we most want to be and getting ourselves the results that we want in life and to impact and change the world in the way that many leaders desire to is no easy task. Bringing love, fun, friendship, connection, joy, that's our jam.

So I love that we're having this conversation. Thanks so much for having us. This process came out of a lot of pain for us. We didn't start this, start where we are by a long shot. We have been working together for close to 10 years. We like to say we met online dating, but it was really on Instagram. We just kept running into each other back when Instagram would show the whole feed, everything you posted, Yeah. We kept running into each other and ended up emailing each other on the same night, actually.

TIFFANY: Wow, I never knew that.

I know, right? It's actually very magical. Those emails have now been immortalized into a puzzle that I made for Meggie for one of her birthdays with our picture. Our relationship runs deep and is not only a cornerstone of the business identity, but really in our own lives we're big installments in each other's lives. It was a very cool meeting on Instagram, but really what it was is that we both, she has a very similar story to me, but long story short, we were froze at living the checkbox life. We were kids that got the memo pretty early that if you behave and do the things that people praise you for and like, then it was

assumed that then everybody would like you, you would have success, and life would be good, and you'd be happy. Is that sounding familiar, Tiffany?

TIFFANY: Yep, 100 %. I think so many of us can relate to that.

ALEX: Right. As I forced myself to do that, I was a relatively normal kid. I did have trauma from childhood, but in my mind, I was like, Who doesn't? So I was going along and I was actually a piano performance major starting when I went to college at 17. When I started going there, I started having pelvic pain. A couple of years later, I started to have it generalized as it sometimes can do with the central nervous system. I ended up having pain all over my body. I couldn't have clothes touch my skin. I couldn't sit down, especially in something like jeans. If someone came and patted my shoulders, gave me a squeeze on my arm, I just have that burning handprint for like six hours or until the next day. And I began to struggle. I made the transition from kid, even though I had had cramps really bad from the day one and all that stuff, but I made that transition from kid to adult. But it was like the only adult version that I knew was riddled with pain. And so as I went and I struggled, I saw many, many, many providers and doctors and meds and all sorts of stuff.

And a couple of years in just being the type of human I am, I was like, You know what? No one else is going to figure this out. Why don't I figure it out? So I went to med school, went to residency, did anesthesia, became an interventional pain doctor. And that's what I... part of the time, that's what I do today. But with that checkbox life of like, It was good. I told myself the story of like, if this is how pain is treated, there's more that can be done. There's more ways to help people. That did pan out. That theory absolutely panned out. There's a lot more to do, but it didn't exactly happen the way that I anticipated. By the time that Megan and I met, I well on a journey of more bringing in functional medicine into my already conventional medicine experiences. I had already done acupuncture, chiropractic care, all of that stuff. I was helping myself with functional medicine and starting to create free content just teaching. I was already a doctor and I was on the path.

And here we are. We met on Instagram, and she's a functional diagnostic nutrition practitioner. She had a huge hormone crash after the birth of her first baby, as many women do. She was on her healing journey with functional medicine and has started a one-on-one coaching business as an SDNT. When we met, we were essentially in the women's health space for anybody struggling with their body, not able to get the care and the results that they were looking for in conventional medicine. We did that over years where we did cycle work. We got really, really high level and we began to work with hundreds and thousands of people.

Tiffany, you saw that in real time. We were part of the mastermind that you were part of. We focused on everybody and could see and people would really say, our testimonials would say like, Gosh, this is the thing that I need in my business. This is the secret weapon in business because a foundation of health is a springboard for everything else. When half your month or part of your month is knocked down and you're subpar, that springboard is not there. Apeopl feel that, and of course, there can be so much blame

and judgment and guilt and all sorts of stuff that happens there in response to that, and we began to really see that.

That actually started a whole conversation between us and the world of getting feedback. As we went on, we began to work together and we said, Well, instead of one at a time, let's do groups and we moved forward. That is how we ended up helping a lot of people. But what was an issue is that even with all of the physical body stuff that was happening, testing, all of that, there were some people that it all worked for. Then there were some people that did everything and it didn't. There were some people that said, I want to do everything, but I can't seem to make myself. We just began to notice such a pattern because the people who didn't get better would be like, Nothing ever works for me. And over time, a pattern began to emerge of what people were saying to us and who got results. Then concurrently to that was that we began to have the awareness that someone could, like this was from the physical body, that the brain was actually the determinant of what the body did, like the state that it created, and then all our actions flowed from that state.

As we began to see those two things and added a third one where the women who did get better, which there was a lot, there was a majority, they would still come back and say, Okay, this is awesome. I feel amazing. And what's next? How do I go out and help the world? How do I do something with this? Honestly, with that whole thing, we said, Gosh, we don't know. We don't have anything. But time after time after time after time, after time, it kept happening to the point where... And sometimes this is how it happens in business, people started offering to pay us for things. They would say, Hey, I know you don't normally do this, but I did not see that you guys are doing it in your own community, still coaching it. Over time, the call began to be very clear to us that the difference that was emerging was the thought, the thought that someone was saying. Now with the physical body, we began to add the mental body. We noticed that in some of the narratives, the mental body, there was so much chaos happening there that they were translating over even to the spiritual or energetic body as in I feel so disempowered and confused while it is I don't understand why I'm here. I don't understand my purpose. I don't know what all this is for.

With that, we just kept adding resources. Every time we just got certified and learned new things, read more books, sign up from our courses, we have a standing, we invest quarterly, and that's how it is. We decided to get NLT, hypnosis, life coaching, and quantum time technique certified. Megan went with you in that round. That was a good time. I went a little bit later. Right, okay. From there, once we got certified, we were like, Oh, all these things that people are saying like nothing ever works for me as instructions to the central nervous system, we were like, Oh, my goodness. That is why the supplements or the stuff doesn't work. If the instructions from the mental body and the brain then get translated to the rest of the physical body of do you absorb them? Do you use of the?... Then if the answer is no, then oh, my goodness. We saw the possibility there, and what that implied is if you can do it in health, you can do it anywhere. So then it started to blow off the limitations we saw on is health really separate from anything else?

And it was throughout this period of time where we began to see that how we were living when people would ask us what we were doing, we got to distill it down to seven steps for transformation. And over the years, as we've lived these steps and interactively taught them time and time again, no matter who I talk to, an athlete, a physical therapist, a fighter pilot, doesn't matter when you talk to them, they'll say the same thing. Oh, those are the like, they recognize the steps. They're like, Oh, even though I wouldn't think of them in this wording per se, that is how I came.

And so we created a framework that can be rinse and repeat for any transformation work. And what we found in putting all of that together was that the world was missing a really crucial piece, and no one was talking about it, especially at the time. Nowadays, the conversation has been started, and we've been part of that. But what we found was that it is very, very easy to take all of that and to say, Okay, you're right. If it's not identity level work of who do I want to be so that I empower myself to decide that whatever it is currently and then begin to have resources to actually live out those results that I say I want in real time and to do it in a way that feels supported, loving, fun, and connected to me.

Because that's what people like. That's what they actually want. That whole checklist thing that didn't pan out for me, my body was literally separating itself from itself. The chronic pain was my body was fragmented. And as that healing happened, we realized that a missing piece was the emotional body. That was the thing that no one was talking about. And even within NLP certifications and all of those things, it was really easy to kick back into the land of toxic positivity of let me gaslight the parts of myself that struggle with this thing that I've been wanting and haven't had and make myself think positively and do the visualization and I'll get there anyway.

What we found was that, yeah, you could show us the belief, but sometimes with that, whatever was going on there was not available then to transform because the other parts of who someone was were like, Hey, I'm over here. I'm trying to speak, and why are you speaking over me? It's like, yes, I want to go make the organic meal from scratch because that's part of my healing journey for the physical body. But when I hear my partner, my kids laughing and squealing and playing games in the living room while I do that, and I feel grief that I'm missing out on that love and connection, how long do you think someone's going to do that?

That's when the rubber hit the road, so. After that, we had already had so many wins. Our physical bodies were doing much better. We were really cruising along. The business was growing. Lots of people were coming for help. What we realized, putting all four bodies together, physical, mental, emotional, and spiritual, was that we actually created the lot for ourselves personally. And for me and my story, what you heard, it completely resolved the pain. Bringing that inner unity together within myself resolved all the pain. Really along the way, that checkbox life that I had created did crumble. I will say that. Was that fun? No. But it was through that crumble that we created a lot of content for the emotional body that we teach today. At the end of the day, I wouldn't take it back and I wouldn't have it any other way because without an emotional compass to answer our own internal questions about what is best for us, what we want, what makes us feel good and all of that, there is no life of empowerment. There is no life of leadership because you got to listen to other people to tell you what you need to do or what's right.

TIFFANY: Yeah.

With that piece, once we got up and running, it was game over from there. For us, the sub didn't stop. I never ended up going into menopause. I'd have been told at 27 that I wouldn't have kids when I was going to menopause. That did not happen. I had also been diagnosed with celiac disease, which as an MD, I can... The teaching is that it's permanent. You don't make an enzyme. Well, I figured, hey, I carry the genes to make the enzyme. They're just not expressed now, but I don't see why they couldn't be. About a year and a half later, I could eat gluten again. And even with all the everything that happened with the checkbox crumble with being told I couldn't have kids or that really impacting my marriage, ultimately ending up going through a divorce. And now I'm sharing five kids with my partner that I'm crazy about. It's all been the same, seven steps. And all of that came from putting these four things together. And it's been the most magical ripple effect that I could have even seen, and it's not even done yet. So stay tuned. But it just keeps getting better and better.

TIFFANY: No, that is so true. Like you said, I met you ladies when you're really focusing on the health portion, and it's been awesome to watch the transition and to be a part of it in some senses. Like you said, I was also at the same NLP training, and the reason I joined was for transformation because I love that you talked about identity work, right? Because finding out who we truly are is the first part of the process. And so that goes within any transformation work. But that's really why I was so interested in it because as a brand, you are the identity of the brand, right? Or in your case, it's you and Megan together but it's so key to everything. And so I loved realizing that. How we can weave it into our own businesses and how you ladies took it just a step further by thinking outside the box. You get the training, okay, that's cool. And a lot of people will go and do just that the way they were taught, and there's nothing wrong with that. But when you can make something new and create something new, it really disrupts everything else, right? And so that's really why I wanted to talk about the connection piece today because there's so many... It's woven through everything, connecting to yourself. It helps you connect. People help connect with their clients because I know you serve a lot of other people doing similar work that couldn't get their clients results. So it's so amazing.

And I think then the last thing I'll say for this piece is the emotional piece. I think so many of us are disassociated with our emotional body because, like you said, we're doing the checkbox thing, and there's so much happening in the world that it's easier to just turn it off than to get in touch with our emotions. I know that's something that I've been working through myself because I think we're taught to turn that off at an early age.

And a lot of women, especially... I remember people telling me, You're too sensitive, and that type of thing. So I was like, Okay, I'm just going to turn this off. I had no idea that had happened until later in life.

ALEX: Oh, absolutely. I think you're right. I think it is part and parcel. This is why what's cool about this is that I used to... I really did use to wonder what was wrong with me. I could just be like, I'm not like other people. I don't see things the same way. I'm not in agreement. It was just very confusing what was

happening. I do think that the putting it all together was the first time I got to see that it is my identity everywhere. So what I do at work and in business and at home and when I'm alone, there's common threads throughout the whole thing. There's things that I think about myself and things that I allow. I didn't have enough clarity because I didn't have boxes to put... I didn't have a way to break things down when I felt bad. It was just all this, Oh, it's something bad, and I'm freaking out. But when we began to work in this way, what I felt was that you could have one experience that you don't like and break it down. It's like, Okay, what was my physical body doing? What was I thinking at the time?

What emotions followed then? Can I come up with some repression? That's real in the subconscious mind. There's a lot to unpack about the emotional bodies. I could be a different episode if you would like. But for emotional processing one, most people are not because it starts so early. I had the same thing. You're too much, you're too loud, you're too this, you're too that, and you start to peel yourself off. Well, those parts of you don't get left behind. They come with you. They're just behind the wall, and that's what creates that fragmentation. Upfront, we got to say, what was I feeling? And what did that do to my spiritual body? What resonance does that have in the template that creates all of the rest of me? And so to break that down and to have clarity on what's happening there, and then to have resources for each thing that's going on and aspects of you, that to us is what empowerment looks like. It's knowing yourself so well how to actually break down things that are happening, figure out what you want to do, and then provide yourself relief. That, in our opinion, is what builds that foundation to stand on where you don't need to live the checkbox life.

You decide what you want, you decide how you want to have it, you move forward and you keep putting one foot in front of the other until you have it in a way that you like doing it. That's really what it looks like. The only reason, in my opinion, that people don't do it as much as they want is that they don't have the resources. Really, we're a resource company. We don't tell anybody how they want to change. All we are looking for is the leaders out in the world who want to make a ripple, if you want to do that faster, who raise their hands. Because if we give them the resources for all four bodies, they'll go run with it. There is absolutely no opinion that we have because who we work with are thought leaders. These are people who look out on the world and say, I can see things a little bit differently. Sometimes we know that because the emotional compass goes off in the form of, That hurt me. When we say compassionate habit transformation is our twice a year, two day event, that's our introductory cost, things very, very for \$199 for two full days of transformation. And we could easily charge \$2,000, but people need this info.

They start at habits, and really, that's one of the last steps in the transformation process. It comes after identity, not before. But in all of those ways, thought leaders differentiate themselves because they recognize someone doing things in a way that's new and that makes sense to them. Often that is where the light of recognition goes out and people are like, Oh, wow, if I actually could... We teach frameworks like how to talk to yourself without beating yourself up or sounding like your mom, depending on what your mom was like. Right? Those things we don't even talk about as adults. That would be awesome to learn when you're a kid. But really, that's what we do because then people know how to handle themselves. You don't need to beat yourself up. That compassionate habit transformation means I get to love myself the way that I am. I also get to love myself recognizing what I may want to change and

improve. I love myself enough to see that through and experience the goodness from it. Like the full gamut of I create the life that I want.

There are people talking about that, but there is no one that we have ever found that talks about it as resource of a comprehensive way, where it's like, no part of you should be left unattended in our mind. That's why.

TIFFANY: Yeah, it's true because you'll never become a whole person. You never really truly step into that identity. That makes so much sense.

ALEX: Totally. It just reinforces the fragmentation. The same way people are like, Yeah, my health is over here, but let me get my money right, or my marriage might suck, but let me get my money right because if we didn't argue about money, then we'd be fine. That never pans out the way people tell themselves to do a nice thing, right? I wish it did, but no, I didn't. That didn't work out. But that compassionate piece, there's so many times where it's like you're hurting and you feel like you have an idea. I understood that the emotional body was important, yet in my life, everybody was saying, Hey, Alex, you're in your feelings too much. You got to set where you're going. You got to do the vision and don't take your eyes off it and just push on through. I was like, I am dying on the inside. I have no idea what you're even talking about. But even though that hurts at the time, and I do think that that's where thought leaders often find themselves in a mere moment that says, This reflection hurts me a lot. From there, that's often what points us in the direction of what the world needs, right?

From that pain can become the transformation of alchemizing it into what's good for the world, what's good for us, what's good for someone else, and what's good for the world. We call it the win-win-win. But as we do those things, it allows us to multitask in so many different ways, like the ripple effect is in parallels because as we take our identity into all of our lives and then we help someone else see that and role model it and teach resources and take it out, that ripple effect is going to just speed up and speed up and speed up. And that to us, is also a missing piece that's not talked about. There's too many people talking about learning patience and learning the way and sitting tight and not overreaching and we don't agree. Life will life enough without our input on that. We all know that that's going to happen. Then we all know that sometimes things are going to get jumbled. We're going to have a delay on what we want. Those are the times that you will automatically ask of you to develop something like patience. Why? For the rest of it, though, are we encouraging people to just sit there and not have what they want?

Really, our whole point is that you don't have to deal with a lot of the negative things, like the frustration and the doubt and the lack faith and whatever if you get what you want faster. All of those things that you're talking about, you're not getting out of those because they are built into the system. They come along. But to interject more of that, to have people not seeing themselves as a powerful co-creative force, as in we know we're not in control of everything, but we can see that in whatever way that life's at us, then we can make choices back. That's how we even the playing field. The more resource we are, the more unified we become, the more centralized our personal power becomes. What you say and what you do and what you decide has more oomph because you don't have to simultaneously feel bad about not

reaching the goal and then still try to shove it down and be positive about it. That's at least splitting your personal power into half. You're not going to get as much done. But the work that we do for unity is so worthwhile because in part, our energetic body, our spiritual body has that functionality, and our effect is greater.

You can do less stuff and get the same result, or you can do more stuff and have an even bigger result. At that point, it's up to you, and there's no limitations on you anymore when someone's there, but you just get to decide and go.

TIFFANY: Yeah. So good. And I love that you talked about how that affects thought leaders specifically, because you and Megan have the business, I have the business, we're surrounded with other business owners typically. And you see this so often or where on social media, everything looks great. But then behind the scenes, you see people and they're a mess. And so I think this work is so important because like you said, if you're in business, unless you're in it just money hungry and we're not even going to go there. We're just going to talk about people who actually want to make the ripple effect make a difference, then that's what you're there for. Well, if those things are holding you back, it's normally subconscious, like you said, why wouldn't you want to change that? Why wouldn't you want to transform the best you can so you can make the biggest impact? Because like you said, it can be like your story is amazing how you went through that and you had that cracking. I've had similar stories that I won't share just due to time, but I've shared before, and it's not always fun. But would you rather have that and staying in that or moving through it and then getting to the other side and then empowering more people?

That's 100 % where I agree with everything that you're saying. That's where the magic's at, right? And those of us who can take that on, it's just a whole different ball game. I could probably talk for hours, and we don't have too much time left. The last thing I want to talk about...

I know, you and I are always like this.

ALEX: Let me jump in one thing. Oh, yeah, please. With what you're saying, I think it's really important. I think that people are scared of the pain that they feel and of unlocking parts of themselves. I offer this visual to people because I think it really helps, is that when you're in something misaligned to you and you're forcing yourself to be in places where you have to split yourself to function and be an authentic and lie, quite frankly, and whatever in that space, you feel like you're dying. In your soul, you feel the effects of the fragmentation and people are like, I'm just not happy. They're like, Yeah, I look around. I say this is all the stuff I want, but I cannot say I wake up happy, or that I enjoy this, or that I find fulfillment in this. There's just something wrong. There's something wrong. Whatever it is, different flavors, they all come and then there's just something wrong. When that process happens and that pain starts to come, it does freak people out. What I will put to you is that what I knew was happening within me is that that pain began to create a crack within myself.

And as that gap widened and I began to see through the other side, the other side of me were... That was all the other parts of me that I had shoved down. So it's not that... That's not fair. You think you're dying.



You're just seeing your sofa the first time. Now, those parts of me that I had walled off behind there, no, they were pissed. They were not. This was not like a Kumbaya moment for me. But on the other hand, that's what's on the other side. It's really when people talk about a death and rebirth that actually is fairly accurate in what's happening. When you look at how all these four bodies translate to the physical apparatus, like the car we're driving around, then we see all of this is patterned in the neural networks and the brain. So it's really true where that pain feels scary, but in some ways, it's an illusion because once that cracks open, you really get to find healing. And are there times where that's tough and you have to make decisions that don't feel easy and are new, unfamiliar, scary? Yes, of course. But the life of a leader always has those things.

You're always going to be looking for more opportunities to be a thought leader. If that's who you are, then you be that, right? There's no stopping that. And so if that's the case anyway, at least what you find along the way is as that healing and the unity happens, you get the results you want to your life gets better and better and better and better. And people are always like the coaching assistants that come to help assist at subsequent level ones and level twos and things always say they're like, it's amazing that you are rewriting the signature talk, your introduction every single time. And that's because by the time we do it next, it's like, better shorten the story because a lot has happened. We don't have six months go by where life doesn't change drastically in the way that we want. This is not an option because we decided it's not an option. I don't want to live that life, so we're good. Are there bumps in the road? Yeah, but at this point, I'm like, if I know that's what it looks like, it's a matter of getting the resources I need at any given time.

And that is one of the reasons that if I have any issues, the first thing I'm doing is getting help for it because there's always a coach, an expert, a book, or something where someone has talked about it or something like it, and a thought leader can take many different resources and put it together in a new way too. So if it doesn't exist that in the world, great, you get to create it. And more than likely, if that's your path, you'll make hundreds of thousands of dollars from something that you create that people need out in the world. So why not?

TIFFANY: Yeah. So true. And I think that's why in some ways, we're called to this work. Just like you ladies were called to that specific work. I was called to the branding work. But it's interesting the parallels between it because I always talk about the messy middle and the branding when you're trying to figure out your identity, it's so similar to what you're speaking about, but yours is really on the holistic level of your entire life. And so what I really love is that the work you're doing is so key because, yes, people can have a business. You can have an amazing brand. You can have amazing messaging. Those are the things I help you with. But if you're not embodied and you're not able to navigate life and create what you want, then it doesn't really matter if you have those things and you're not enjoying it to circle back to what you were saying.

ALEX: Absolutely. Yeah. People can smell inauthenticity from a world away.

Absolutely.

Basically, our identity has to be real. What we teach has to be that. You can hear in our business, we undertook a tall order. If you really think about it, finding unity is what we're all here for, and that's what we stand on in our business. So have we had to do a lot of work and have we transformed at an accelerated pace that the other people are not going to choose that pace at? Yes, because really, the only reason anybody is going to... If you're listening and you're like, Oh, I like what she's saying, the only reason you would think that is because you know that if you showed up at my house and you woke me up at 2:00 AM in the morning, you asked me questions, I would answer in this exact same way. You would see in my life the vision boards, the goals, the notebooks I have, the books next to the bed, the hypnosis tout, like the speaker thing that is used for hypnosis at night. That identity tracks out and people can see. That's why I really am very transparent about who I am. Not everybody's into it, but not everybody has to be because I'd rather just tell you what I still have to work on than feeling like I need to hide it.

Because whenever I feel like I need to hide it, that fragments me for me. It's not worth it to me. I'd rather have someone go, Well, she shouldn't be like that, and and go away, then me do it, right? That's where it really does. We can do a lot. Marketing is magical. Branding, super magical. You can't not do it. On the other hand, having beautiful branding where you're not living the stuff that you say, that won't work either. It's just like changing your outfit when you want to change your body. They're just not the same thing. It's always an option, but did you accomplish what you said? You can answer that one depending on what you want, but it's the same thing.

The identity of who we are has evidence, and that evidence is in everything that we do. Business is, everyone always says, that it's the most fertile ground for self-development? Ayeah, in business to me, it is authenticity. It's hard to know when I'm working and I'm not working. Because at the end of the day, if I identify something in my life where I need to have a conversation with someone or I need to work on something, or I have the awareness of like, Oh, this layer of my trauma is available next for me to work on, then me trying to do business work at the expense of that will always be out of order.

So it helps me get my priorities straight of where I need to spend my time for the biggest effect, because then from that springboard, if everything flows from us and who we're being, it's going to go that much faster and people always ask us like, How do you have 19 seasons on the podcast when you've only been doing a couple of years? How do you guys have 300 clients? How do you have all your emails written and whatever? We have all those things because when the alignment happens, it comes through you. That thought leadership moves you. You don't move it. That's why for me, it's like, be the person you'll do this stuff faster than you can sit around and have Writers Log. Totally. It really is such a magical thing. Experiences teach, words can't, but at least we can shine the light with the use of our words and say, Hey, this exists over here. You don't have to do this other thing. That may be statistically more common, but if it doesn't feel good to you, don't do it. Be a leader. Live your own life. I'm for real with that. Like, just do it.

And even if you have to figure stuff out along the way, you'll feel better not fragmenting from you.

TIFFANY: Absolutely. Awesome. Well, again, I could talk to you all day about these things, but I just want to be mindful of the time. I have one last question for you, which I can never not ask because we're all about legacy, legacy brands, legacy communities, and living our legacy now, which I think is so aligned with everything that you're saying. All of the work that you're doing in yourself just allows you and that you help women do, allows you then to step into your legacy. I would just love to ask you, what does legacy mean to you specifically, and why do you think it's important?

ALEX: Yes, to me, legacy is the art of translating thought leadership from someone's system, like they're all four bodies out into the world that takes on its own life. If I were to define it in my viewpoint, then that's what legacy means to me. That means that my job is to be that and to show the leadership in my life and who I am, because that means that I will do that in my business, but I will also do it when I'm sleeping. When I go to the store and I talk to the clerk, when I go to the pharmacy, when I am at the park with... Because all of those things become a way for me to be a thought leader because I'm being a thought leader everywhere. And so that's why it's like, oh, okay, I'm not working this weekend, so I can't get it done. I'm not moving my legacy forward. I never want to have that thought because it bugs me. I don't believe it even. And so that is as the ripple effect happens, the life of its own, as other leaders and other humans begin to see the value in their own lives of applying it.

Now the concept, cool, but application is everything. So as they begin to live it, as they begin to teach it to their kids, as they... I would love for people in the next generation to be teaching their kids how to talk to themselves kindly. As that happens, that's how we'll leave a legacy. There may never be attributes to us in that way because that's found that you're not going to be like, Hey, let me talk to you yourself and move us, be non-au. We don't care. That's not the point. To make it so integrated and organic, it's just part of the world. It takes on its whole life and breath and people interact with it however they want. This gets a little complicated because then at this point, this is where the spiritual discussion and what's happening in the energy world gets a lot more important, it gets a lot more insightful. And, of course, that's a whole other discussion because I've had a lot of training and exposure with that. But my understanding is that this is a collaborative universe. So our ripple effect will meet other ripple effects, and it will morph into things that we can't yet see and that we don't know and that likely don't exist.

But as we in real time, make decisions on who we're being, we will determine how good that's going to be. So in my opinion, it's crucial to talk legacy because talking legacy ensures that we'll actually get there. It's going to take all of us working together to create that. And the more that we can resource people, then more people will move. And that is so key. So anybody sitting that they're like, Oh, my God, why is the world like this? This really sinks. I wish it was like this after COVID. Cool. That is amazing awareness, and it's time to do something about it. We've been pointing fingers and pointing around, and everyone's like, Who's going to go? Us. Let's do this. Let's go and let's change the world and let's take action. And if there's something within you keeping yourself from taking those steps, but it's really just a matter of resources. There's nothing wrong with you.

TIFFANY: Oh, my gosh. Yeah. I could go off on a whole other tangent about all of that because like you said, it's up to us. Nobody else is going to do it. We need to, like the quote says, be the change that you

want to see in the world. And so that's why you do what you do, why I do what I do. And yes, maybe we're not going to change the world 100 % by ourselves, but exactly like you said, when we all come together with the resources, with the tools, that's what's going to make the difference. I love that. So to wrap up here, you have the habit event in January. So maybe tell us a little bit more about that. I'll put a link for that for anybody that's like, yes, this sounds perfect. I need support with this. I'll put that down in the show notes. So, yes, tell us a little bit about that, and then we can wrap it up for today. Absolutely.

ALEX: So the Compassionate habit event is all about starting the process for transformation. It's a two-day resourcing up endeavor. Where you will leave having made a massive leap in your empowerment and your decision making capacity in the world to figure out how you want to translate your identity into everyday, habitual actions, thoughts, emotions, and beliefs. That is any part, any time that you have been like, I say I want to do it and I don't, or I stick with it for a little bit and I fall off, or I do it for a while, but then it still doesn't stick. Even if I do it for a couple of years, I still fall off. I still feel bad. I don't know what to do. I'm confused. Any and all of those, you should be at the events because right now it's \$199. So really, really affordable. That is because in our understanding, it is not right to let people feel so bad about themselves when it comes to habits. That topic has been... I don't know how many years we're going to make people feel bad about their New Year's resolutions like you should try harder.

I'm like, How long are we going to do this? It is cruel in some ways. Really at that point, we really just need to understand what does each of our four bodies need to be resourced in order to behave the way that we say that we want. There are real concrete answers there. That is not some nebulous topic. That is a two-day event. It's quite intensive, two full days, but it's a true transformation experience. And so the women that have gone through it and we're showing that men, we just really only had women historically. We want to work with everybody. Any and everybody is welcome. Historically, we've had women, and so we're still in the tail end of that, but it's rapidly changing because we want it to. That portion then, the ripple effect from those days people are coming back feeling awesome. I did that. What's next? And so often people will go to that and then go to the truly resource up across the board in our level ones, level twos and mentorship experiences. When people... There, all the thought leaders, really the question for you is, are you good on the resourcing?

And if you need more resources, as in something still feels hard, then check out the two-day event. That's definitely for you. Then all of our levels are the more that you are going to do in the world, the more you'll have to be resourced. Because even if you don't need it, someone's going to come along and need something that you don't need. And so for that, we have people go through all of our levels, and we even have people come who are already paid to be NLP and hypnosis, life coach certified, and they pay again because we do think so differently that they're like, no, I actually want all those resources. So definitely check those out. We'll put those all in the show notes. And then we have our own podcast as well as Becoming Zesty. We got 19 seasons of good stuff, so check that out if you are looking for resources today.

TIFFANY: Yes. And don't forget the website [becomingzesty \[dot\] com](http://becomingzesty.com), which we just created for you, ladies. It's super beautiful, super fun. But yeah, you can access the podcast there. You can access all the

information about everything that Alex was just talking about, learn more about them. I think you have other resources there, too. So that's the other thing again, becoming zesty, we'll put that in the show notes, too. Perfect. Well, thank you again, Alex, for being here today. This was so amazing. It was so fun. Thank you. I'm just looking forward to seeing. We'll have to do this again in a year or so and see what has transformed since then. Because like you said, if you're not evolving, then you're not stepping into your identity, stepping into your legacy and making a difference.