

TIFFANY: Hey, hey. I am so thrilled to introduce you to our incredible guest today, Julie Reisler. Julie is a board-certified Master of Life and Wellness Coach, was voted top 10 most influential life coaches in 2023, and she's a mentor to thousands of coaches, change makers, and soulful entrepreneurs. She is the host of the You-est You podcast and the author of Get a PhD in You, which is an Amazon top pick. She has a master's degree in Health and Wellness Coaching, and she's a professor at Georgetown University. And to top it all off, she is the founder of the Life Designer Coach Academy, a certification program where she certifies spiritual life coaches worldwide. Julie, thank you so much for joining us here today. And if you're listening, you are in for such a treat.

JULIE: Oh, my gosh. Tiffany, because we've already been chatting and I did not want to stop. I adore you. I love your energy. I'm so excited to be here and to be part of this experience with your listeners. Thank you.

TIFFANY: Yes, thank you. All right, so the theme this month, because it's January, and it might sound a little trite, yes, it's the beginning of the year, but it really truly is a chance for us to have a fresh start. I wanted to ask you to come and to talk to us today about gaining clarity on who you are. You talk about being the You-est You, what you truly want. And I talk all about legacy, so I think we're going to weave around all of these things today. But before we do that, I'd love for the audience to hear a little bit more about your journey and how you came to have these specific messages, specific programs, and books in your business.

JULIE: Yeah. Now, I love that we're talking about a fresh start. And the one thing I just want to say before I even share anything is that this is one of the gifts as human beings. We have the ability to have a fresh start actually anytime. I think it just pairs well with this time of year when we're really looking ahead and saying, "okay, there's always a blank slate."

We can actually get to wake up every morning and decide how we're going to live today. I love this time of year because it's so focused on, "All right, what's important to me? What's on my heart? What is that vision that maybe I've let get dusty on the shelf? What am I... How am I going to pull that back out? What are those goals that really are aligned with my values?" And I think for me, the best way to sum up, it's been quite a journey, how I've had many, many, many fresh starts. But being here today, talking to you, being in this work, this actually all came from some really intense low points in my life. And I've been learning in my... Almost in my fifth decade, not quite yet, but I've been learning along the way that when we look for the gifts, the messages, the learning from challenges and tough times, that's where we get to really step into a more powerful version of ourselves.

And that's where we actually, I think when you create a fresh start from there, that makes a difference. So really quick, in short, I'll sum it up. I struggled a lot, I think, with people pleasing and did a lot of self-abandonment, like just really the desire to be liked and fit in. I would also say I struggled with addiction. I think many of us have different kinds of addiction. It doesn't even have to be full-blown. For me, it's actually like sugar and food. I have family members that got into alcohol, different garden variety. For some, it might be social media. But I just had a hard time, excuse me, really dealing with emotions

that I didn't like, such as fear and grief and sadness and despair and anger. I just didn't have the tools. I wasn't taught how to handle those emotions. And I turned to food and to numbing out. And that landed me, thankfully, I landed myself into a 12-step support group. I'm really open about that. And this is like 20-plus years ago. And I would just say that experience, whether it's therapy or coaching or support group or for me, it was all of that. And did a lot of self-examination.

Long story short, I realized about 10 years into my recovery and doing a lot of this work, I realized, I don't feel like I'm living a life that's actually so aligned with myself. And that looked like ending a marriage, which was really challenging. I had two very young kids at the time...good person. There was nothing terrible going on. I would say that that case of feeling like things are fine or okay, but they don't feel right or they don't feel great. And it ended up happening in my... I was working in a corporate job. I used to work for Panera Bread, their largest franchise. I was their head recruiter. I did leadership training. A lot of corporate world for almost twelve years, I liked it. I was good at it. It just didn't stir my heart. And I realized I don't want to be doing life from fine. I don't want to be doing life from okay, and it's not that bad. Those are the words I was using. I'm like, no, I really want to be living from a place of passion, heart, purpose, divine connection. Through a lot of support and a lot of inner work, ended up ending a marriage, ending my job as a single mom, had a health crisis.

It all happened around the same year. And that led to some pretty big breakdowns, which led to breakdowns to breakthroughs to really getting what fresh start do I want to make? And that's where I realized I went back to school, got my degree in coaching, fell in love with this work. It changed my life. I worked with a coach that literally did change my life with his question. This is almost 10 years ago. I really started a business from nothing, literally. I had no savings, no clients, found a couple of coaching clients. I used to do personal training. And I was like, Well, here I am. I just want to help people. And not listening to my intuition and following that thread of what feels true and aligned and how can I serve and make a difference. Those questions led to where I am today and where I'm going.

TIFFANY: Wow. Well, thank you for being vulnerable and sharing that because I know people listening, we all have our ebbs and flows. And I think it's so interesting, social media, everybody's life is always perfect. And so I love that you brought that through. It's like the fresh start.

A lot of times those breakdowns are actually beautiful looking back because it leads to who we're meant to be. I think, too, this is an audience mostly of women, so I don't know about everybody else listening, but I definitely also resonate with the people pleasing, addiction, the emotions. I think it's rampant and it's just the way that we're brought up and the way the culture is, unfortunately. It's just amazing if you can break through that and then help others to do the same. One of the quotes on your website that I love is that your chances of being born are one in 400 trillion. I have never heard this before. That's amazing. So you say you are destined for magnificence. So when you talk about becoming your You-est You, how would you describe that?

JULIE: Yeah. I have played with this and thought about it so much because I feel like I keep... Do you ever make a salad and you're like, I need to add in this ingredient and these carrots and these purple

carrot, cabbage, and no, it needs sesame seeds. I feel like I keep adding ingredients to the definition of. I'm like, so we're going to add the cashews and we're going to add some tahini, which I've been really into.

Here's the way I see it. This is me personally. Some mathematician figured out somehow the chances of being born. Literally between, just let's get in the details between your father, sperm, the chances of it fertilizing that egg. I mean, it's wacko crazy. So when you really get... Because you can forget that you don't walk around thinking, "Oh, my God, I'm a miracle". But the truth is, each of us, I really believe, is an outpouring, an expression of the creator, of the divine, whatever you call that God universe. And those gifts and strengths, that authentic, like what you love so much is within us. It's like this buried treasure. A lot of clues come from when we're younger. As you probably know, you can look and see, what did I love to do? What did I pretend to do? What was I envisioning? So to me, being my me-est me being your You-est You is about... It's less of a like, you have to do anything. It's often more of a, What am I going to let go of? What am I going to tap into? It's really your authentic self.

It's that authenticity. It's your higher self, your soul self, that part of you not driven by ego or fear or competition or any of those aspects. It's really that aspect of you that is just that complete, unique thumbprint of who you are expressed in the world.

So I just was at, really grateful I was at the Pink concert. And I was watching her and I was just like, Damn, I love her so much. I just am so inspired. This woman, she's being her... That's her in her You-est you. It's not the right pronoun, but she's being herself. It's being fully who you are. And the idea is that if we're really present and conscious, we're expanding, we're growing, there's always a fresh start. It's this time of year, but it's every day, it's every moment. And so stepping into your You-est you, it's going to keep evolving. But it's questions like, How can I... When I left my job, which was scary at the time, it was like, How am I going to express what's really important to me? And when I got that answer, it was I got to do this work. That feels like my biggest me.

TIFFANY: And I love that because we talk about branding all the time on this podcast, obviously. And a lot of times it's an interesting process because people don't realize how deep you have to go and to uncover who you truly are and capture the essence. And it's like an identity crisis sometimes. Like, Who am I really? Especially if us, we came from the corporate world and you have children and you have all these things, and then you look in the mirror one day and you're like, Well, who am I really? I love how that ties back to the branding place piece as well. You went through that process yourself. You coach women to be their You-est you, but you also talk about coaching as healing. I love that because I think so often we think of coaches as like, let's get you to your goals, or let's do the hard work that needs to happen, or this is the strategy. I haven't really heard it specifically from that perspective.

JULIE: Yeah. It's funny. I will say when I got into this field, this was over a decade ago, it was not as big as what it is. I just remember... I'm laughing to myself now when I say this. When I was leaving my job, people are like, What are you doing? I said, Well, I just finished my master's degree in coaching, health and wellness integrative approach. I'm going to coach. I remember this guy that worked with me is like,

Coach, girls soccer? What are you coaching? No, it's like having somebody that is there supporting you to birth your best self. And it's grown. I think it's great that it's grown. I have to say, I came from more of an academic background with it. So for me, that healing path, the way I was taught, I was taught at a university that has an acupuncture school and herbal medicine program and integrative nutrition. So I didn't realize this, but I was taught from that integrative, holistic standpoint, for sure. We did a lot on mind-body, science. So what I realized when I really looked back at the coach that first worked with me, even in another program before the master's degree and then when I started coaching and I felt a difference in my health, in my energy, I felt a difference in myself in the best of ways.

The image I get, and what I say to my students in my program now is, think of it, coaching. You're using, it's not just your words, it's your presence. If you're trained, you're trained to how to hold a space for somebody that's quite sacred. I think of it as acupuncture. When you go to acupuncture, they use needles to tap into your meridian points and to move energy. I love acupuncture. Reiki, we use our hands. Coaching, we use our presence and we use our words. And I have seen this with so many of my own clients and frankly, with myself that with this integrative approach, it's really a healing modality. You can heal not just mentally and emotionally, you can heal also, I believe, energetically. We're all made of energy. And I really have seen physical healing that's been connected to this because our thoughts, our actions, and our reality follows the thoughts. It's actually our feelings are often in there first as well, but that's okay. That's a different conversation. So it's so powerful. Having somebody who can listen to you deeply, who can ask you questions that have you think in a new way.

It's like what Einstein said, you can't solve a problem from the same level of consciousness. Coaching helps you shift your consciousness, which by default, that is healing in itself.

TIFFANY: Yeah, absolutely. And I think you're right. A lot of coaching comes at it from different angles. I love the idea of the integrative approach and how it all comes together, which I'm sure is one of the reasons your business has been so successful. I'd love to hear just a little bit more. With the Life Designer coaching, what exactly... I mean, I just love that term, first of all, the Life Designer, because who doesn't want to design their life the way that they want it? But what does that mean and how do you support people in that way?

JULIE: It's really funny, Tiffany, because I did not have any branding. I had no business experience. I had nothing. I just was like, my heart's on fire about this work. I'm just going to start it. It's actually a little crazy what I did when I think back. But early, early on when I got started in my business, I had worked with a coach who had come from another program we'd both done together, and he was really good. I think he had some branding experience. But when we were talking about, What am I doing in the world? We came from that macro perspective. How do you want to make an impact in the world? How do you want to be of service? I love pulling business from that thread. I believe whatever you consider success, whether it's financial abundance, to me, all of that follows. When you first say, How do I want to serve? How do I want to make an impact? Who do I want to help? And, What's mine to do? So when we were looking at that, I said, Oh, I really want to help. I've worked with a lot of men, but I really love working with women,

especially being one myself, to have a life that they, like an interior designer would do with your home, you get to design.

You get to... You get to decide I want a fresh start in my health. I want a fresh start with my relationships, with my ex-husband, with my partner, with my children, with myself. And we were talking and he was like, It sounds like you're talking about life design. I was like, That is it. And I'm like, Oh, my God, it's being a life designer. You design your life. Why not? And so I had the thought to trademark it. I've never trademarked anything. I heard an intuitive voice. I just trademark it. I had no clue what I was going to use it for. This was eight years ago, seven years ago. I like it because, and I actually thought of it like interior design, it's like we're doing the inner interior design work. And then you get to decide. We have that power. But often it's helpful to have someone help you and show you how to do that. It's hard to do it by yourself. I have found.

TIFFANY: Yeah. One of the quotes I always say is you can't see the label from inside the bottle, right? It's hard to have that objective view about yourself, even though you're sitting there with your thoughts all day, every day. So it's almost hard to disassociate and then be looking at it from that other angle. That is amazing. And I think there's just so much synergy to that having that fresh start. But I think what would you say, especially talking about the impact piece, if somebody is looking for their fresh start? So maybe they're... Most of the women listening to this already have businesses. But in the case that somebody is in the corporate world and was like you were like, Oh, my gosh, I don't know what the next step is, or they're in business. We were talking before we started the recording today of how it just feels like there's a lot of shifting happening right now. I've noticed people moving from... I have a health coach friend that moved into career coaching, and it could be any type of shift right now. But as a coach, what would your first step be for people to really look at if they want to make a shift or if they're not truly happy where they're at?

JULIE: Yeah. I would first and foremost do what I call an energy inventory. In my book, Get a PhD in you, or you don't have to get my book to get this, but I have a wellbeing wheel at the end. It goes into the categories of life. You could also just literally list out, right, your health, your relationships, your career, your spiritual connection, your financial health. List them out and look and see where is your energy and rate it, one to 10. Where am I feeling in terms of, am I aligned here? Values are another good to add into the inventory, meaning am I living according to the values I have to be healthy yet I'm going to bed late? I'm looking at the computer or TV late? I'm not drinking water and I hardly get to exercise and move. Anyhow, I really think before you do any mapping out or goals or envisioning, you want to first look at what's so and looking to see where's your energy now, where you want to focus on. Maybe it's all areas I do recommend. I'm not just saying this, whether it's me or somebody else, I think having a coach, somebody that can at least hold that space and guide you and really help you to get clarity and map it out, it makes a huge difference.

But you got to do the work first yourself and see, okay, where am I in these different areas of life? Do an inventory. And just be honest, be curious, don't judge. It's really tough for, I know, for myself. That's been this whole year. It's like no judging. Love. Love and honor, and just be curious. But look and see what are

the areas that are working, what are not, why, where would you like them to be? Then you can get into the starting to vision.

TIFFANY: Yeah, that is so smart, too, because I think especially the fresh start this time of year, everybody's doing their vision boards and mapping stuff out. A lot of us in business, it's like, I want to hit this revenue goal or I want to impact this many people, and that's amazing. But if you're not paying attention to your own energy, that's how everything can actually get further off the path that you want to go on rather than hitting those goals because you're not paying attention to that. That's huge, actually.

JULIE: Well, can I add one thing to that really quick?

TIFFANY: Yes, please.

JULIE: I'm a huge believer of... I mean, I live by this that every single thing in your outer world is reflecting what's going on inside. We are made of energy. Everything is made of energy. So this is what I do. I will look, not from judging myself, but if I look at my business and I look and see where is their energy, where is their not energy? And then you can also look at the energy and the impact. Is it worth the time? Am I doing workaholism here? Am I making sure we talked about adrenals? Am I taking care of my adrenals, my stress response, my nervous system? Am I taking enough rest? You've got to look at it from, I think, that integrative perspective, not just the dollars, not just the number of people, but how is it affecting you? Really getting where you're coming from is a huge aspect. So if you're feeling depleted, you're probably going to see mirroring effects of depletion in other areas. That's why looking at each ask, you often can get a sense. One of the things I teach and I love, I learned this years ago, and I believe this, it's how you do one thing is how you're doing everything.

So it just might show up a little bit differently. And so we can look from that curiosity. Okay, interesting. I mean, my business grew this way, but actually, I had this health issue. Is that worth it? Where did I veer off? Where am I not taking care of myself? Where am I in that hustle mode when really for tuning into flow and energy? I don't think we need to push ourselves like that. Anyhow, I got on track.

TIFFANY: No, that's so important, though. I think sometimes we hear that in certain ways, but then when it comes down to it, most people in business are a hustler in some way or wanting to meet their goals. And so it's just so easy to put ourselves last. And especially if you have a family and all the other things on top of it, it's easy to forget about that part, and it's so key.

So a few more questions quickly to wrap up. This is, I'm all about legacy, everything I do. And it's not necessarily having your plaque, your name on a plaque and leaving that. Although I believe that our books, our podcasts that we create are all leaving a legacy. But the more I talk about it and think about it, I love to think about how we're living our legacy out now, not necessarily what we're going to leave behind. The last question I'd love to ask you today is, what does legacy mean to you and why is it so important?

Yeah, I love it. I actually just got this image. Thank you for sharing. Sometimes I forget, Oh, my God, my kids, my grandchildren, my great-grandchild could see, I don't know, could find these videos and be inspired by them or influenced by them. The thought that came to me when you asked that, it's like putting our heart stamp out there.

Like our heart stamp. That's how I think of it. We all have a unique thumbprint. We all have a unique heart stamp. It's like, what is so important in me and my unique, individualized expression of the divine like yours and whoever's listening, what's on your heart? What do you want to stamp on the world? What do you want to leave that's going to be your version of adding that expression of greater love, creativity, innovation, service, kindness, oneness, whatever that is for you. But I see it as like that but it's like a heart stamp. It's an individually-ated expression that only you, only you who's listening can do, can share, can bring. So that's from the macro level. I think the words that come to me with legacy, whenever I hear that word, is impact, impact and service and oneness.

TIFFANY: Beautiful. Thank you. I love the idea of a heart stamp. That's the first time I ever heard that. It's so beautiful and it makes so much sense. Well, I feel like we could talk all day. But if you're listening and you're like, okay, this was the taste. I love everything Julie is saying, definitely check out Julie Reisler [dot] com. Her podcast is linked there. She has a membership. She, of course, coaches, but she also has a coaching certification. I know there's a lot of coaches listening or people who are excited to become coaches. Definitely think about that as well. If you want to take your coaching to the next level or really come at it from that integrative approach, I highly recommend working with Julie on that. Julie, anything else that you want to share today? Other ways to be in contact or places you hang out?

JULIE: Yeah. I'm like Whole Foods? No, I'm kidding. The post office? No. First of all, thank you. If you check my website, there's a lot there. I will say with the coaching certification, we've had a ton of coaches come through it that just felt like they were missing that more intuitive, integrative aspect to it. I do a lot with healing and energy work and bringing in the chakras and intuition and heart math, the heart intelligence and that whole frame. And if that's of interest, there's a page there. But I would say find me on Instagram, Facebook. I also am on YouTube. And then I have a lot of free meditations on Insight Timer, a ton up there as well. So if you're into anything in some of the top interviews I've done, but I really have a lot on how to manage your energy and self-love. What's helped me, I try to share it. And so there's a lot of free resources there, too.

TIFFANY: That's amazing.

JULIE: Yeah.

TIFFANY: All right. Definitely check everything Julie has to offer out. And thank you again so much for being here. It's been truly an honor and pleasure having you.

JULIE: Tiffany, thank you so much. I just want to thank everyone. I hope this was impactful. I hope that it left everyone with a good feeling, heart stamp. It's my new word.

TIFFANY: Absolutely.