Welcome to the Get a Six-Figure Job You Love and Thrive podcast. This is Natalie Fisher. Today I'm going to talk to you about market talk, one of my favorite topics, so stay tuned. Hello, hello. Okay, so we can't really avoid the elephant in the room, so I'm just doing a whole podcast on it. So, market talk.

Everywhere I look and in my group with my clients, it just seems to be running rampant, just this whole thing about this is the worst, like this is what you've heard, like this is the worst market in years, people are doing this, people are doing that, and people are being brought down by it. If we're not careful, you will be brought down by it because that is what at every turn you will see. You will see that it will be very, very prominent.

So, here's the actual problem. The actual problem is not the market. Yes, the market is making things harder, I will admit that.

It made it harder for me in my business as well, but it grew me more than it ever had. I'll explain that too. So, the problem is not the market, it's how you allow the talk about the market to affect you.

I'll say that again. The problem is not the market, it is how you allow the talk about the market to affect you. And what that means is, specifically, you'll see a post about somebody who says, oh, I lost my house, or oh, I'm losing this, or blah, blah, blah.

You'll see a post like that and then you will have a thought and the human brain will automatically go to, oh my god, what if that happens to me too? Or, oh my god, this is happening to everybody. Oh my god, this is the worst thing. Everything is just terrible.

This is just happening to everyone. And your brain will start to panic from that thought, right? And this is a thought you had in response to a post, right? Even if that is completely ridiculous and laughable that that would potentially happen to you. It's like, even if it's absolutely ridiculous, your brain will still want to have the thought.

It will still introduce you to that thought, right? So, the problem is not the actual post, it is how your brain reacts to the post, right? And it's even more difficult because there's so many of the posts, right? You're seeing a lot of posts like that and so your brain is probably, like, when you see repeated evidence like that, your brain is like, oh my god, look, look, look, see? Yeah, it's worse. Yeah, see? It's worse. How am I ever going to make it? How am I ever going to do it, right? And that's what your brain will do.

And so, what we think the solution is, is we think, okay, well, we just have to push through. We just have to hope it gets better. We just have to hunker down and try harder and just hope, like, it kind of perpetuates these feelings like it's not in our control.

Like, we have no control over this. Like, this is just how it is. It's really hard for everyone.

It's no different for me. And this just kind of brings you into the space with everyone else. It, like, puts you in that sea of struggling people when you have those thoughts, right? When you let yourself just think that and just believe it and get swept away into this current of the market is terrible, right? And so, what people think the solution is, is that they think they need to hunker down, try harder, keep going, even though they have low belief that they're going to be able to do what they want.

They think they have to be really desperate and just take whatever they can get. They think they have to, they think they have no possibility. Like, their possibilities of what they actually want kind of just completely go away.

They kind of stop entertaining any possibility of anything really great. And they're just like, oh, this is just how it's going to be. And this is just how people start thinking, right? And you'll see that everyone starts thinking this way.
And everybody kind of is, it's contagious. Like, people will think it. And it's because the brain has this negativity bias.
It's biased towards this is just, like, it's negative. We need to pay attention to the negative stuff to survive. So it hyperfixates on that negative stuff.
And that is normal. That's what the brain's going to do. But now that we have the ability, because we've evolved, to actually focus our brain on other things, on other things that are also happening, right? So I'm not saying that the market isn't difficult, that it hasn't made things harder, that companies haven't changed the way that they're hiring.
Like, that is all truth. But I'm also seeing a lot of other different things happening with my clients, which is why I can speak to you from this perspective, because I can tell you that, yes, that's what's happening out there, but that's not what's happening for everybody all the time, %, right?
So I'm doing a big push to share a lot of evidence that, hey, you know what? People who are managing their minds correctly, people who are creating real value and who have the skills that they need to continue on and to get where they're going and can hold that belief until where they're going, like, these people, like, you can do it too. Like, I'm doing a big push to show you all the evidence I can of that right now because it's so necessary.
But anyways, back to it. What people think they need to do is they need to keep going, even though they don't really believe it, just kind of hunker down and hope for things to get better.
They kind of get swept away into this whole current of, this is the most terrible market ever.
The posts they see, they kind of let them make them feel bad, right? Like, and you've probably been doing this too. Like, you probably just feel bad reading LinkedIn. You don't want to open LinkedIn because it's not very fun.
And it's hard when you want to be on LinkedIn in order to get yourself out there. So that's partly why I'm making this podcast. So what people do to try and solve it, a lot of people are doing a lot of complaining.
I've noticed it. They're like, they're complaining in the name of, I'm trying to fix this. So I'm trying to bring awareness to this.
I'm trying to tell people, like, this is what it's like out there, right? Like, people are ghosting me and people are putting me through this many rounds and this is happening and this, and they're doing it in the guise of like, I want to bring awareness. I want to be helpful, blah, blah, blah, blah.
And I mean, what they're really doing is they're putting a lot of focus and attention on the people who they don't want, who are not going to hire them.
Like they're putting a lot of focus and attention on it. And then the engagement that's happening from that, because those posts get a lot of engagement, are people are putting even more attention on it and feeding it and making it bigger and bigger and bigger. So more and more and more people are seeing it.
Right. And if we did all that with like the, if we did the same thing with the, I got hired posts, like if those got thousands and thousands of views and comments, then at least we would get maybe an accurate description, right. Or an accurate scenario of what's going on.
But those are the posts that get amplified, right. Because drama attracts, people are attracted by drama. They're attracted by, oh, this is a problem.

There's a, there's something to be scared of here. There's something to get angry about here. Like, so people just engage very, a lot more in these posts and they make the drama bigger. And so everybody who writes those posts gets involved in those posts. They are adding to the drama, right. I'm not saying I would like, I'm trying to figure out how I want to comment on those posts, because oftentimes the comments that I want to make will just piss people off.
So I don't want to like, I don't want to create controversy. I really actually want to help people. But a lot of the times the people that are posting that or are in that don't want help.
They want to be in the whole drama because that way they can focus on that and that feels really productive and it feels really helpful, but it actually isn't. So I just want to help the people who actually want to be helped, but I'm still trying to figure out exactly how to do that with relation to commenting on those posts or not. But anyway, so what ends up happening is the, the echo chamber of the, this is terrible.
The system is broken. I've gone through all this hardship gets amplified. And then that's what people see more of.
And then that starts to like confirm that this is really what's happening. Right. And it's really like a problem.
That's a problem, but it's amplified like a thousand percent. Right. So then what happens is that this is added to the noise and the noise gets bigger and louder and louder.
And then it's even more difficult for the people who really want to manage their minds to actually focus on what they need to focus on so that they can get where they want to go. So the actual problem is not the post. It's not the market.
It's your focus focus, because what, what is happening is people are hyper-focused on what's not working, what's broken about the system, what they just went through. That was an unwanted experience, what they just experienced that they thought was unfair, or they thought was not like, not what they wanted, or they're not getting the results. They're not getting traction. They're hyper-focused on what's not working. And then they're posting about that all over the place. Right.
And it's like, they're focusing on the people who don't want to hire them. And they're giving those people and those companies and those systems and processes, all their attention. And when really there are people that want to hire you, there are people that want your specific value.
Like that's always been the case in the years I've been doing this. Like when you create specific value and you know how to communicate it, you will get paid. That is the state of how it's always been.
That will never change no ifs, ands, or buts about it. But people are focusing on people who don't want to hire them, people who are not serious, people who are ghosting you, people who are rejecting you automatically. Like they're very hyper-focused on all that.
So they can't go deeper into figuring out how to reach the people that do want to hire them and how to solve problems for the people who are interested in hiring them right now. They're you can't focus on that and be in the echo chamber of complaining about what's not working. You can't be in both spaces at once, right? And the other space is harder.
Like it's harder and it involves more work and it takes more from you to really go deeper and be like, okay, what is the problem that I'm solving here? Who needs it? Where else can I find it? Like you need to push your brain farther and in a place and push it to a place it's never been

pushed before. Like challenge yourself in a way you've never been challenged before. That will need to happen, but it's easier to say, yeah, but it's just the system's broken.
This is just not fair. Like I'm just not getting through. I'm getting rejected.
Like the system's broken and just like posting on LinkedIn to say that. That's easier to do, right? It's like absolving responsibility, right? So the actual solution is focusing and zeroing in on your specific value, how you communicate it and going deeper on how you and doing it better, right?
And this was something that I had to learn to do too. I had to create more value in the first place. I had to get better at what I was doing. I redid my whole program and I created new tools and new things because some of the stuff that I was using before with my clients wasn't working. So I'm like, okay, well, I need to create more value because if we're not getting these results, then that's up to me.
I need to create results for my clients. I aim for a hundred percent results. I'm like, that's not always going to be possible because some people won't show up and do the work.
But I love that concept that my mentor taught me of aiming for % results for clients. And so I had to create more value. I'm like, okay, if I'm not, if I'm not getting the results I want is because I haven't created enough value.
And so I started focusing on creating more value, creating better tools, testing them out with clients. And then I started to see that, to see that traction that I wanted. I started communicating it better.
And then my business has grown this year and last year it did not grow. It stayed the same. Right.
And this year we could argue that it was even tougher. Like a lot of people are like, no businesses are growing this year. This is not working.
Like, but it all comes down to, and that's why I can speak to it with total congruency now is it came down to my thinking, my mindset, my focus, my ability to, to look at something and say, okay, that's not working. Let's check out why that didn't work and go deeper and go deeper and go deeper. Right.
Not get distracted, not go and have a snack, not go and do the same thing I'd been doing before. Not like I had to require more of myself. Right.
And that is the same thing that you will need to do. If you're going to do something uncommon in a market where most people are struggling, you will need to push yourself more than you have. You will need to go deeper on things that you haven't looked at before.
And for a lot of people, this starts with like feeling worthy, or it starts with feeling valuable, or it starts with reconnecting to their value because they've disconnected from it after being rejected a lot, or it's going to come down to, um, believing again in your value and reminding yourself of your value, of the things that you've created. Um, it's going to come down to going into a focus that you haven't been focusing on previously. Right.
And we can see, like, I can see a lot of people, like I see a lot of job seekers and I see them posting and I'm just like, well, I know, like you can see their thoughts. You can see what they're focused on. You can see what they're thinking when they post and you can see that that's not going to get them where they want to go.
Right. But they, they just don't have the tools. They just don't know.
So the alternative solution is to get yourself in a space where people are winning. People are focusing on what needs to be problem solved because every problem has a solution or it

wouldn't be a problem in the first place. And there is a lot you control about this problem for you if that is where you are, where you are at and that is where you start working from.
Okay. So all the things out there, all the market talk, all the people struggling, all the companies, ghosting, all the fake job postings, all the spam job postings, all the recruiters who don't get back to you, all that stuff. You cannot do anything about that.
Posting on LinkedIn will not solve that for everybody. It will just attract a bunch of drama. And so your focus is the most important thing you have.
Like it is the most important asset you have is your focus, your attention, your energy, where you put your brain on what you put your brain on every day. Okay. Every like segment of time that you have, where is it? Where is it being allocated to and why this works better? Well, first I can tell you that there are people winning right now, whether you see that or not.
Right. And I'm doing a training coming up. I did a training earlier.
I decided to keep it up on YouTube. So if you want to go on YouTube and watch my three-day training, the bonuses for my program have expired, but you can see my training there. It's free. You'll see a lot of people winning. Okay. You'll see the plus people from the messages that I've received.
I didn't put them all in there, but I have shared a lot of concrete wins that have happened in this year so that you can see that I'm not just saying this, it's actually proven. Right. And upcoming, I'm going to have a blitz of success stories from people that I'm interviewing who have generously agreed to come and share on the podcast.
And they're going to be interviewed and then I'll be putting those up all together. So if you want that, your first step would be to put yourself in spaces, listen to things where people are, where you can see evidence of the opposite. You need to show your brain, Hey, I'm actually not, I'm actually just focusing on the wrong thing.
Like it's not, it's not that nobody's getting hired. It's that the people who are getting hired are doing something differently. And I need to figure out what that is.
I need to figure out how to think for myself. I need to figure out what I need to gain control of and where I need to go, who I need to be right now, what's required of me to get this done. That's what you need to be focused on.
Okay. Because all the rest of it, it is not helpful. It might seem productive.
Okay. Cause I've seen a lot of these posts where people are, it's either one or the other, either people are complaining, they'll, they'll be sharing a story about how they were put through a bunch of things and how it was really unfair. And then they'll get a bunch of people commiserating and sharing their stories as well.
So it'll add to it. Or you'll get somebody who's like, I don't understand why you're focusing on this. Like, um, it'll be the opposite, right? It'll be saying, stop complaining.
It's not serving you. And that's more of my stance, but I don't want to be like unempathetic about it because I understand people just don't know that that's not serving them. They think it is productive.
So then, then that person who posted that will get eaten alive and they'll be like, well, you don't have any empathy. You don't understand how it is. Actually, we should be complaining more because that like people think that complaining actually will solve that problem.
And I'm like, okay, if you actually are going to solve a problem and you actually are going to create like an actual change in a company and you think you can do that, like, but usually it's not

that it's like, it's not like that you're posting to make yourself feel better because it's drama, it's complaining and yes, it feels productive, but it's actually not serving you because what you're doing is putting attention and focus on something that is not what you want. And as long as you do that, you will get more of what you don't want, right? You'll get more people who are adding to that story, telling you, oh yeah, yeah, this happened to me too. This happened to me too. And this, and that feels very useful and very productive, but it's actually not like, that's not going to help you get a job. That post isn't going to help you get a job. I mean, there's a very small percent chance that it might, like somebody might be like, oh, here, you should talk to this person.

And that can happen. So I'm not saying it never happens, but I'm saying with my clients, they're not posting those things. Okay.

Like none of my clients is posting about complaining about the market. They're just not the type of people that I attract. So I'm trusting you, you listening to this, that you're not going to be mad at me for telling you the truth because this is the truth of what's working right now.

So if you want to overcome all of this and you want to get past all this negativity, that's why you come to me. Okay. For the truth.

And also if you are getting into the negativity, I'm not judging you. I understand that that's what the human brain does. It's normal.

I get it. I do it too, but I refocus myself on purpose. I listened to people who have gone ahead of me.

I listened to people who have grown their businesses, even in difficult economic times. I listened to people who have gone through and strengthened themselves so much that they can now overcome the things that are happening. And so then I can, I can actually do that myself.

I can see, oh, okay, well, if this person did it, I can do that. And then I build that for myself. So then I can share it with you because if you're listening to this podcast, I know that you don't want me to commiserate with you and just agree with you about how hard everything is.

And because I know that that wouldn't be helpful for you. And you know that too, right? So anyways, that's my little rant for today. And if you want to hear more about this, I am doing a training.

I did some, uh, the same training last year. It was a very big hit. I did it in December and I kind of did it thinking like, this is a gift to yourself kind of thing.

Like you in December, we're thinking about everybody else. And we're thinking about, you know, how, how we need to buy presents for everyone else and dinner for everyone else. And, you know, making everything for everyone else in the holidays and, um, not thinking about yourself, like, and you're the one who is probably devaluing yourself right now.

And the market is making it really easy to do that. So I want to pull you out of that, um, pull you out of that for the minutes that I'm going to be sharing with you on this class. It's called how to finally value yourself and get paid what you deserve in

So I did the same training in uh, in for And since then I've had plus people and job offers. And so with that, I'm sharing all the evidence that I can with you with permission from my gracious clients who share and are happy to contribute.

Um, I have a wonderful community. Everyone's trying to help each other out all the time. And with that said, I invite you join us, how to finally value yourself and get paid what you deserve in

The link is asknataliefisher.com forward slash workshop dash And I will see you there. Um, and I also have the quiz value vision quiz, which is one of my foundational things that I have shared with people to kind of assess yourself, be like, are you undervaluing yourself? And remember the, the market will tell you, Oh, but you have no choice.
You have to take whatever you can get. You have to take scraps, blah, blah, blah. There's just no room for any, like you can believe that if you want to, I would encourage you to take on a different thought model, which would be, there is always room for value.
And if I create enough value, I can get paid what I want. And even if you just entertain that possibility, okay. You're, if you're like, okay, maybe I can get on board with that.
It's possible. That could be the case, right? Because think about it. We're, we get a job to make money, right? You get a job to make money.
We're doing things to make money. There's no, there's not nothing wrong with that, right? This is how the world works. And if you're doing something just for the money and you're getting paid scraps, that's not very exciting for you.
And like, why would your brain even want to do all that effort to go after that? If all you're getting paid is scraps, right? Like why would you even want to, so we need to make it more exciting for your brain and make it worthwhile to go through the hard work that you'll need to do, because it'll be going deeper and looking at things you haven't looked at before. You'll need to do that. And that won't be worth it.
If you're just going to make pennies at the end of it and barely be surviving. Right. And this isn't for everyone.
A lot of my clients are not thinking that, but I just had to put it out there because this, I don't know who's listening to this podcast, but I do know that that's where people's minds have gone. People's minds have just gone Oh, well, I can't get anyone to respond to me or I can't get like, I can't get responses from these jobs that I want. So I guess I must take the, I guess I have to start applying for the ones that pay me, you know, K a year or whatever.
And it's just like, that is, that is what your brain is going to do. You can expect it to say, okay, I'll just take what's lower. I'll just go lower.
But then the problem with that is it's not going to work for you anyway. Okay. You're going to be resentful.
You're it's probably not even going to work. Like you're not even going to be able to get that lower paying job because you don't energetically match to that low paying job because you have more to offer than that. Right.
And so if that doesn't work, it's not because you can't even get that it's because that just doesn't energetically match to who you are. Like it just, it just, it doesn't work, but it's not for the reason you think it doesn't work. So aim higher, my friends think bigger, my friends join spaces, be in places where there's, where you can see the evidence of what you want to see, where people are doing the things you want to be doing, and you will follow behind.
It will just inevitably happen. If you continue to expose yourself only to the doom and gloom, only to the struggling, only to the drama, then your brain will just start to associate that with who, with, with you. And you don't want that, right? You want to be in the, in, you want to be in the space you choose and you get to choose.
You get to choose what you see. You get to choose who you're around. You get to choose who you're listening to.

So listen and choose wisely. I will see you on the training. If you're joining us, don't forget to check out my training on YouTube as well.
It's day one, day two, day three. Um, and I, and you can, it's just available there for everybody. If you, if you want to go see a lot of people requested that I keep it up.
So I said I would, um, and you can join my mindset, the hired program, uh, at any time. Uh, but the bonuses for that are gone. All right.
I will talk to y'all soon. Bye-bye.