

REVOLUTIONARY

A silhouette of a woman in profile, facing left, with long, flowing, curly hair. She is wearing a dark, form-fitting dress. The background is a gradient of purple and pink, with a bright pink curved shape at the bottom.

FUCKING LEADER

**A MANIFESTO TO QUIT BEING SO VANILLA.
UNLEASH GREATNESS. HAVE IT ALL.**

KAT LOTERZO

**BOOK #1 IN THE REVOLUTIONARY
FUCKING LEADER SERIES**

AMAZON BEST-SELLING AUTHOR

Revolutionary Fucking Leader

Quit Being So Vanilla. Unleash Greatness. Have It All.

International Amazon Best-Selling Author Kat Loterzo

Copyright © 2015, Press Play Publishing

Each month I give away a different one of my books for free! Receive your free book and join my online community of KICKASS women entrepreneurs at:

<http://www.katloterzo.com>

For more kickass books for kickass women, including free downloads:

www.booksforkickasswomen.com

Inspired by and written for D, and all the other Revolutionary Fucking Leaders who do the fucking work.

Table of Contents

Chapter 1 - I'm Angry At You

Chapter 2 - Facade

Chapter 3 - Outcome Based

Chapter 4 - Expression

Chapter 5 - Not Happy

Chapter 6 - Fucking Do Something

Chapter 7 - And By The Way. This Sabotage Shit Has to Go.

Chapter 8 - Temple

Chapter 9 - Always a Payoff

Chapter 10 - You Don't Have to 'Work On' Stuff

Chapter 11 - How Can Get Fucked.

Chapter 12 - When Will You Get There?

Chapter 13 - The (Real) Secret

Chapter 14 - Enough With the Melodramatics

Chapter 15 - Tell Me What You Want, What You Really Really Want!

Chapter 16 - Smile Through Pain and Learn to LOVE IT, Bitch!

Chapter 17 - Do Fucking Everything

Chapter 18 - When the Going Gets Tough: You Get Over It

Chapter 19 - You? A Revolutionary Fucking Leader? BULLSHIT.

Chapter 20 - How to Take Action When Life is All Fucked Up, You Hate the World, and All You Want is to Run till Your Lungs Burst then Fall in a Heap of Tears for a Hundred Years

Chapter 21 - When All is Said and Done: Stop Fucking Hiding

Extract From – The Push – The Rich Chicks Guide to Being Mother-Fucking Exceptional, a Superwoman, the 1%, and Okay With It.

More Books for Kickass Women Entrepreneurs

Free Book For You!

How Kat Can Help You

About the Author, Kat Loterzo

Your Opinion Counts!

Chapter 1 - I'm Angry At You

For how long now, have you been saying you're going to step up and own who you are?

As a leader -

As a revolutionary -

As someone who has something worth saying -

And as someone who is going to bloody well say it, do something with it, maybe even impact the world!

COMPLETELY on your terms.

Well?! How long?

You know what - it doesn't even matter. A day, a year, your life, who cares? The POINT is that when you say you want a different life, when you realise what's possible, when you have ideas and dreams and visions of how it COULD be come to you and when you then do precisely FUCK ALL ABOUT IT?

That makes me angry at you.

Of course there's no reason at all why you should care what I think. And of course if I AM angry at you it's because I see something of me in you and the truth is I'm angry at me quite a lot! In the nicest possible way :) but you know what, no fuck it - I am fucking angry at you.

And I'll be damned if you're going to try and tell me that YOU are okay with this ... this VERSION of yourself. With PLAYING PRETEND LIVING when you have one life, it's happening now, and NOW is the time for you to step up and chase down EVERYTHING you ever wanted.

So enough.

Enough fucking around.

Enough screwing over the future you, who is looking back right now mouth hanging open and wondering when the FUCK you're going to get your shit together and if you are in fact trying to kill that future you before it ever even has a chance.

Enough playing small -

Safe -

Scared -

Vanilla cupcake.

Gloves off baby.

It's time to fly.

Chapter 2 - Facade

This stuff you put out there to the world is a total.

fucking.

facade.

You think it's cool, or WORTH something, that people think YOU are cool, or funny, or that you can 'help them' in some way? Well sure ... it is cool, it's not worth NOTHING, it is GREAT to be able to help people and blah blah blah.

But it means nothing when you know that this? This ... this is not actually how it was meant to be.

You were born for big.

For great.

For fucking AMAZING.

You were born to LEAD, to have people FOLLOW, not to have people pat you on the back or 'just' look to you as a source of inspiration and entertainment for the day, maybe a few thinking points.

But it's not even about what anyone else thinks of you, is it? When all is said and done all that matters is what YOU think of you, of what you're doing, of what you're putting out there, and of whether you are FULLY showing up as the leader, the revolutionary, maybe even the mercenary you were born to be.

In short, all that matters?

You be you.

So when you be that version, or character, or you latch onto a particular topic or idea or angle or persona that people seem to respond to or that perhaps is even part of you, well that's nice and it's kinda sweet and it certainly even feels good and it sure as fuck is better than being nondescript but it's still flat out plain and simple not going to cut it for YOU.

Because you? You weren't born for a box.

So you can't be the bitch, the asshole, the shit-stirrer, the teacher, the educator or indeed even the leader.

You just gotta be you.

Who you are today, is who you be today.

Who you are tomorrow, is who you be tomorrow.

And what you want to create FOR tomorrow, for the future, the outcomes you 'one day' want to see happen?

Well that shit's gotta happen now. Now is the future baby, and you're living it.

Chapter 3 - Outcome Based

So if you want to 'get' somewhere, 'achieve something', be someone, go to the next level or fuck even the next planet, whatever your goals and dreams are you can only act on them now. There is no more time to waste, fucking around and trying to figure out how to GET there.

It's very simple:

Decide what you want.

Decide it WILL BE SO.

Receive it.

And oh, so you want a plan, or to know how, you want to know what the steps are? Fuck the fucking steps!

Decide what you want.

Decide it WILL be so.

Allow it.

Which means:

When you look at your actions, what you're choosing to do right now in THIS moment?

Only one thing matters:

Are you allowing the future you SAY you want, through the actions you're taking right now?

You can't afford to let your fucking EMOTIONS dictate your destiny.

Decide what you want.

Decide it IS going to happen.

And act accordingly.

Chapter 4 - Expression

Okay, so this? This is probably the most critical component of the whole thing and the one that is perhaps most commonly overlooked.

We're all out there looking for some kind of way to 'go massive', to get more followers or clients or whatever, to really 'do business (and life!) on our terms', and so even if we know that there can never be a fucking plan (you do know that, right?) we're kinda still looking for the pathway or the plan.

Can I tell you something?

As a natural born leader, a creator, someone with a message, someone who is ultimately called to GREATNESS, it's not -

Never -

Ever -

About what you need to do FOR others, or to MOVE others, or to CAUSE others to buy your shit or change THEIR lives or whatever it is you want them to do.

What it's about? Plain and simple sexy:

It's about you doing the epic shit that you need to do for you.

FOR YOU.

It's ALL about you, first and foremost.

And if you're a leader? Then you lead because YOU need to lead, not because of any particular outcome it may or may not have in your business or life!

And if you're a creator? Well then you fucking create because YOU need to create.

So if you're not happy right now -

Not fulfilled -

And damn straight if you can't seem to figure shit out or know how to move forward -

It is because you are not expressing what YOU need to express. Don't you see? It's not about whether your writing, or speaking, or leading, or creating can make you money or compel people to act! Of course it can fucking do that! That's a given. But what it's about and the reason you MUST do it daily is that it is the FOOD THAT FUELS YOUR SOUL.

You don't express yourself, you don't create, you don't write or speak or lead you are STARVING YOUR SOUL.

Which is just plain cruel.

Chapter 5 - Not Happy

So when you're not happy, you can't see the way forward, you know there's so much more inside of you and at times you feel you're going to fucking EXPLODE or tear the world apart with your bare hands and you can SEE how you're destroying yourself, and you feel almost COMMITTED to the sabotage of it all, it is very VERY simple:

you.

need.

to.

express.

WHATEVER the fuck comes out.

So let forth the vitriol, the madness, the frenzy, the crazy, the hatred and rage if need be, but also let forth the fear, the sadness, the worry, the fucking IMMENSE fucking pressure of actually KNOWING you were born for great.

Let it all out.

Not (just) because actually doing this is just not done and so from a marketing / strategy / branding / TRIBE building point of view it is by far the fastest way to stand out and by far the simplest way to build a following of TRUE fans who will fall over themselves to buy ALL your shit because they are so blown away that somebody else is as fucking insane as them, thinks like them, is inside their head!, but because you HAVE to, for you.

You can't hold this shit in! No wonder you're a wreck half the time, no wonder you feel like you're going crazy like you have all this pent up WHATEVER, like no matter what you do it will never be enough.

You cannot DO your way to living the life you were born for.

You can make ALL the money -

Get ALL the fame -

Have EVERYBODY love you -

And be the star of the fucking show -

But if you are not doing what you need to do for YOU which is to say EXPRESSING what needs to be expressed, like a cleansing, like a fucking daily detoxification, like an essential part of just getting through your DAY, then it's akin to holding in your *actual* shit.

Disgusting.

Toxic.

And sooner or later? Something's gonna hit the fun.

Chapter 6 - Fucking Do Something

The stuff you think you'll one day do, once you figure out how to get there or go bigger, once you get the leads or email list you want, once you find a way to do what you REALLY want to do and be known for, that stuff is never going to happen.

One day is always one day baby.

And the future never arrives, because the future is now. You already created it! So look around, and tell me -

Is this what you said you wanted?

I'd ask if it's what you set out to do but obviously it IS what you set out to do. Since you have it. Which I guess means it's also what you DECIDED you wanted, even though you may very well have said otherwise, or still try to say otherwise.

But the truth, which you already know, but perhaps could bear a reminder of?

You have exactly what you wanted.

You have exactly what you asked for.

You have exactly what you DECIDED you would get.

You ALWAYS have exactly what you make up your mind to get.

So these ... these dreams, these one day things, this stuff you SAY you're going to do? It's now.

Or it's never.

And here is how you make it now:

You just do it. You do SOMETHING. You don't ask how. Or whether. Or whatever. You just do.

something.

So let's say you have an idea. A blog, a program, a book! A mastermind, a tribe, a cult! Doesn't matter whether it's big or small, but it's something you'd 'love to do'. Love to be known for, perhaps. Love to make money from. But ultimately just something you are called to DO because it's on your heart, and, well, it seems like it would be fucking awesome.

Do it.

Today.

Announce it.

Make that shit happen!

I said don't get caught up in doing, you can't 'do' your way to success, to fulfilment, to happiness, and that's true. But the point is that of course you will still DO shit but it's about who you need to BE, who you ultimately CHOOSE to be, and then you do what that person would do.

So you decide now:

Who DO I choose to be? What do I choose to have in my life? How do I choose to show up and LIVE my life?

And then you do accordingly. Fake it till you make it, you might call it. Really it's just about recognising that the only thing stopping you from moving forward? Is your own internal madness about whether or not you can move forward.

So just move the fuck forward, okay?

Okay.

Chapter 7 - And By The Way. This Sabotage Shit Has to Go.

The food, the drink, the sex, the Facebook obsession, the binging, the escaping, the spending, whatever your particular brand of sabotage might be doesn't matter.

The point is that THIS IS NOT WHO YOU ARE.

And why you do it, can't stop, think that maybe you don't want to stop?

Not in alignment.

Not doing what you're really called to do.

Not being who you actually are.

True expression cures sabotage.

Try it.

Chapter 8 - Temple

It's not even about whether your body, mind, spirit, home, whatever, is a temple.

Of course you can have the best, be the best, be exceptional, in any area, in whatever form you decide 'exceptional' to be. You pick any goal or dream in life and the actually process of getting there is simple. Not saying it's easy! Not with all THAT craziness up there haha. But it is definitely simple.

So let's just be honest:

You want to feel a certain way?

Look a certain way?

Live a certain way?

Be 'that' kind of person or have 'that' kind of awesomeness in your life?

Decide what you want.

Decide you will have it.

Let it happen.

But what I didn't add before, is: what's the payoff? There's always a payoff.

Chapter 9 - Always a Payoff

What it's about is that if you don't have 'awesome' in an area where you think you do want awesome, is that there's something you're getting out of not having awesome.

Confused yet?

I spent years not allowing money to truly flow to me. And when it did it would slip through my fingers. I made a fortune, lost it, never felt like I had it in the first place! Where did it go?

I have no idea.

What it was about:

There were more reasons - ones that were definitely not obvious at first - for me to NOT be wealthy than there were for me TO be wealthy. Stuff to do with my beliefs around what wealth would mean, and stuff to do with the fact that I wasn't truly expressing myself and so why the fuck would I allow myself to get 'rich' being someone who I wasn't? That would have basically trapped me in to continuing to be someone who I wasn't!

So if you don't have the money you want -

The following you want -

The body you want -

The relationships you want -

The house you want -

The cat you want! -

or whatever -

what is the POSITIVE stuff around not allowing those things in?

And what are the potential BAD outcomes of you actually allowing those things in?

Sometimes it's as simple as being aware of what you really think 'having that' would mean or has to mean, acknowledging the crazy, and letting it go.

Chapter 10 - You Don't Have to 'Work On' Stuff

So one of the things I've learned that has most changed me? Is that you don't have to work on stuff. When you hear people say 'I'm working through that', or 'I'm getting there' (same thing) it's actually pretty fucking ridiculous. Don't worry, I've done it LOADS. I'm not just saying you're ridiculous .. I am definitely ridiculous too :)

But when we decide to work on or through things or to be on the way, we basically CHOOSE to not have those things done, dusted, dealt with now.

The truth?

You can change any thought -

Any belief -

And any future NOW outcome, in a moment.

You just decide:

I no longer believe that.

I no longer struggle with that.

I no longer worry about that.

I'm no longer going to think I have to 'work towards' that, or 'earn' that.

I'm just going to ... be that.

Have that.

Allow that.

Now.

Like we said:

Decide what you want.

Decide you WILL have it.

(Don't worry about how, or the steps, fuck the fucking steps!)

And ... allow it.

Stop wondering how! How can get fucked! Focus on the fact that it IS. HAPPENING.

Chapter 11 - How Can Get Fucked.

For real. It is ONLY about deciding it WILL happen.

Chapter 12 - When Will You Get There?

That can get fucked as well.

When you do.

Accept it.

Also: you're already there, you decided it WILL happen right? So it IS happening, and the 'physical world' reality will catch up whenever it does. But you? You have to act as though it's already true. Otherwise how the fuck do you expect to get there?!

Chapter 13 - The (Real) Secret

Which brings us to the real secret. This underpins overpins creates EVERYTHING. Everything you ever wanted baby! I'm about to tell you how to get it. You ready?

Act FROM the place when you already have it.

So you want to be fucking ripped, hot, in the best shape EVA (I do!) ... then you ask yourself:

How would I eat, think, walk, move, hold my head, talk, sleep, EVERYTHING as that person?

Then you just be that person! Reality has no choice but to concede you the win.

Or maybe you want to make a million dollars with your art, with your own particular brand of crazy actually working FOR you, maybe you want to be rich, famous, but do it ACTUALLY just by 'being you'. Then you ask yourself?

Well if I WAS that person, what would I be doing today?

How would I think, walk, move, create, speak, write, whatever? WHO WOULD YOU BE?

And then fucking well be it! Obviously.

It's the difference between looking at where you are now, and trying to lay out some kind of path or plan or steps (fuck the steps!) to get to where you want to go, then diligently checking stuff on a list that must mean you're on your way -

- you want to know something about being 'on your way', by the way? You're always fucking still on your way! -

vs.

Acting as though you're already there and then acting FROM that place, as though it were all already FULLY true and so therefore THIS IS WHO YOU ARE.

The real secret? Act from, not towards.

Chapter 14 - Enough With the Melodramatics

Look, shit's going to happen. Obviously. The shit that happens in life is shit you can deal with. It's the shit that goes on in your own mind that just might destroy you, if you allow it to.

Which is to say, largely, the shit that harks back to stuff you've at some point decided is true about you, who you are, what others think of you or want from you or expect or need you to be in order to accept you, what you're allowed, how your life is going to play out, and so on and so forth.

This is the kind of shit that, when other shit happens, or doesn't happen, or doesn't happen or work out like you hoped it would, you all of a sudden make it out to mean something.

It must mean YOU are not worthy, or that they don't LIKE you (God have I battled this one, I am sensitive and SUPER melodramatic in a way that only a 'once was very uncool kid' kind of person can ever understand!), or that it's not ALLOWED for you.

And so you get all worked up, maybe huffy and puffy, or perhaps you protect yourself by lashing out or biting back or you carry on or you fixate on it, and all of that is not really so bad but what is really just very SAD is when you then alter who you are -

Or what you would be doing -

If it weren't for the melodrama inside your head.

And the reality which you DO KNOW is that you are whoever you actually are, inside of you, and that what once happened or what you once perceived happened or even what DID JUST HAPPEN (or did you perceive it to happen?!) does not DEFINE WHO YOU ARE.

Ultimately you are defined by what you believe, and how you act accordingly.

I don't think we can eliminate emotional responsiveness, and nor is that the goal either, but if there are areas in life where you seem to repeatedly experience melodrama or feel misunderstood or simply in some way INHIBIT who you really are and what you really want, well then just ask yourself:

Is this worth the drama?

And:

Can I choose to believe something different about this, and act accordingly?

You can always choose. So it's really whether you want to choose. Which brings me to:

Bullshit We Say

"I'm coming to terms with - "

"I've accepted - "

"I'm okay with - "

"This is just how it is for me - "

Bull.

Shit.

It's incredibly ridiculous, if you think about it, that we who believe in the concept of having it all, on our terms, also have areas of our lives that we've decided have to be, in a word, pretty fucking shit.

I've done this for years with my relationship. Telling myself, the world (well, not too publically!), my coaches, my friends -

It's okay.

This is how it is.

I've accepted it.

It will be okay!

I've come to terms with the fact that THIS IS HOW IT IS.

Bull.

Shit.

Whenever you have to SAY you've come to terms with something? You haven't fucking come to terms with anything! You've just at some point somehow decided some kind of ridiculous fucking woe is me martyr shit about an area of your life you either don't know how to handle, don't want to handle (want is a choice! know how is a choice!), or simply HAVE NOT HANDLED.

So ... handle it.

You say you want it all, on your terms? PROVE IT.

You say you believe that you can HAVE IT ALL, on your terms? Prove it!

You fucking PREACH that life is what you make of it then get the fuck OVER yourself get over the sob stories and the stuff that you think YOU have to suffer for or through and get out there and have.

it.

all!

Just take it.

Choose.

Decide.

Receive.

Right?! I'm preaching to myself here as much as you :)

An Aside: Fuck Niching

It's feeling heavy. My fingers are slowing. There's so much I want to say still! I want to say it all! But let's have an aside.

Let's come back to more of a 'business building' topic. Let's put our entrepreneur hats on!

You. You are a leader, we established that. A revolutionary fucking leader, obviously. WITH a message.

So here is one area I see leaders REPEATEDLY make shit ridiculous for themselves when it comes to online positioning:

The ridiculous RIDICULOUS idea that you have to 'find your niche'.

And while we're at it: anything to do with having a fucking TITLE.

Can I just say one thing? Okay, probably a whole bunch of other things after that :)

But one thing first:

YOU DON'T BELONG IN A BOX! So why the fuck are you trying to put yourself in one?!

You are:

Multi-passionate.

Multi-skilled.

Multi-insane.

And quite possibly multi-personality as well, but hey - no need to go there!

And here's what else:

You will NEVER be happy doing one thing, being known for one thing, teaching or preaching or selling or even leading on one thing! And the reason is so fucking obvious and simple you might just want to smack your head on the wall when you realise it:

YOU HAVE MORE THAN ONE THING TO WHO YOU ARE.

So when you try and be -

The coach.

Or mentor.

Or guru.

In a certain area.

Or way.

And you try and package it up nice and neat and give yourself a title or a cute little slogan or something you can 'elevator pitch' what you're really saying?

Is that there's not much to you.

You're just someone who can teach something.

Or help people in a certain way.

And that 'this is what you do.

When will you see that it's not about what you do it's about who you ARE, and so the only NICHE that exists or that will ever WORK for you is the niche of being YOU!

YOU ARE THE NICHE BABY!

Which is pretty fucking cool if you think about it!

So for me, my niche is a mix of leader revolutionary fucking arrogant over the top fit freak bitch quiet introvert extrovert coffee obsessed wine loving chocolate mad mother lover fighter book crazy writer speaker salesperson generally obsessive money fame freedom chasing want to help everyone explode their awesome alignment asskickery bright colours sun worshipping trying to find my way believe I can have it all believe I can have it now believe I can have it on my terms woman.

But it's not that easy to say that that's my niche.

So for a long time I tried to be a fitness coach, or a business coach, or a life coach, and then I tried to specialise and be a particular KIND of business coach and that was maybe a little bit better but it was still just me boxing myself IN.

And here's the other thing:

This whole thing about competition, or standing out, or worrying at ALL what anybody else is doing?

So irrelevant when your niche is you.

How the hell is anybody else going to be you?!

THAT'D be weird.

Of course you see it all the time online, with uprisings of 'the next whoever', or 'the new such and such'. Which is not only ridiculous from a 'good luck with that!' point of view, but also it's just SAD.

When will people realise that the world needs who THEY are?!

And for you:

When will YOU realise that the ONLY niche, the ONLY area of expertise you can excel in and go all the way with and truly just LOVE is also the very very easiest one to understand and act from, namely YOU.

Your niche is ALL of you, as well, okay?

So when you put yourself out there, you don't just share the good, the inspiring, the 'this is what I've achieved'.

You share the fucking MADNESS, the crazy, but also the ugly the awful the terrible stuff that goes on in your head and heart. You share the stuff you're scared to share, the stuff you're scared to even THINK.

This is how you stand out.

This is how you STEP UP.

This is how you actually build a tribe you love as well, because it is based FULLY on being you.

And it's also the only way you will EVER feel that you're truly doing what you're meant to do, when you give yourself permission to express ALL of you.

So you might have a particular 'area' or 'topic' that you are more known for, or teach on, or can help people with from a 'steps' point of view, but the way that you BUILD that tribe, the way that you teach or lead on whatever you teach on, and the way that you share YOU with the world so that the RIGHT people can connect with you and you with them?

Show up.

Be you.

Say what you need to say.

Create epic shit AS you.

Repeat.

And if you want to try and pretty package up what your niche is? Try stuffing your soul into a pillbox, and see how that works out for you.

Chapter 15 - Tell Me What You Want, What You Really Really Want!

Okay. This one might hurt. Has to be done though!

Readyherewego!

You are STILL being fucking boring with your message.

And those goals and dreams you SAY you're chasing down?

No.

You're.

NOT!

Oh, so they didn't tell you that just saying you want it, even intending or trying to manifest it and actually even doing the fucking work to get it isn't enough?

Ah, so sweet! The ideals of the idealistic. Something to know about being idealistic and believing that simply setting goals and even WORKING on the damn things will change shit for you?

You remain idealistic.

Up in the clouds.

With your pretty hopes and dreams.

And little that TRULY feeds your soul to satisfy you.

And, the crazy part? There actually IS a secret to 'having it all'! Wanna know? I sure as hell wish I knew this all the way back when I was just ever-hustling my ass off trying to get there!

So, here it is:

It's not enough to want it.

It's not enough to believe you can have it.

It's not enough to fully INTEND on getting it.

It's not even enough to do the work - day in and day out and ALL the way - to get it!

All that matters?

Really?

And all it comes down to?

Really?

Did you decide -

Fully -

And NO question about it -

That you WILL have it.

???!

When you decide what you want, that's great and it's a good starting point, but the only thing that actually dictates whether you DO in fact get it is you deciding that you flat out WILL have it, that it doesn't even matter how on earth it'll happen but that THE DEAL IS DONE.

So if you take a look around your business -

And your life -

And shit just don't seem to be moving forward -

And you don't know why!

I can tell you why! You didn't shake hands on that deal baby! You've been holding back. Playing it CAREFUL. One foot in, one foot out. Maybe I'll commit, we'll see, but fuck, then I'd have to actually DO WHAT IT REALLY TAKES and besides maybe this isn't what I actually want, or deserve, or CAN allow myself, so let me just put MOST of my time and energy and emotion into it but commit all the way and FULLY lay myself on the line for it where there is NO TURNING BACK, not now and not ever?

Well that'd just be a bit full on! Crazy! And, well, is it really necessary?!

Yes.

Full on is necessary.

FUCKING INSANE is necessary, never mind crazy!

INSISTING ON the success you want is necessary!

And being CERTAIN - which is a choice you know! - that you will get there is.

bloody.

necessary.

So when you think about what you want, what you really really want, don't fucking tell me you're intending it, manifesting it, and don't even tell me you're taking action. Tell me straight to my face and totally honestly:

Do you KNOW it's going to happen BECAUSE YOU MADE UP YOUR MIND and therefore so it IS?

And if not, then truly? Save yourself all the hassle! And choose a nice safe little pretty dream that you can choose to believe and know you WILL get.

Maybe a mortgage and the 9-5?

Or, y'know, you could act like you give a fuck about life and all it can be for you.

Chapter 16 - Smile Through Pain and Learn to LOVE IT, Bitch!

I honestly think this is one of the most exciting breakthrough moments or realisations around being in business. Or indeed about achieving any goal in life! And what I'm talking about is the very real and unavoidable and AWESOMENESS (stay with me!) of the fact that if you want it?

It's going to fucking HURT.

Okay okay I hear you, where is the awesome in THAT?!

Like I said ... stay with me!

It's very simple:

We were not born for easy.

Pain CAN be and OFTEN is a good thing.

And you don't fucking grow without stretching, pulling, bending, twisting, PUSHING! Ever heard of growing pains?

Yes.

It's a real thing, and not just in terms of growing your BODY up! But you want to grow YOU up, to the next level, you want to STEP up, and be bigger, better, more capable, more whatever?

Then you WILL have to go through pain, so you might as well welcome the pain, smile through the pain, and learn to fucking love the pain, right?

And the crazy thing is, this is not just something I'm saying or something for you to 'accept' and 'be okay with'.

When I say you will learn to love the pain? YOU WILL LEARN TO LOVE THE FUCKING PAIN.

And if you think about it, is there any other way? Is it even possible to TRULY achieve a big goal or dream if you don't love the TORTURE of doing what it takes to get there?

Let's take getting into shit-hot shape as an example.

A few years ago I read an article by a famous Australian personal trainer, someone who I truly 'get' the idea loves the actual PUSH of being pounded in the gym or on the field. But maybe I judged her wrong (or maybe she was pandering for the passes and being a performing monkey for the column she was hired for!!) because the article she wrote in the weekend paper was all about how 'nobody loves exercise', and when personal trainers say that they're just being assholes because of COURSE we all hate it and only do it for the result.

I honestly just flat out believe that this woman doesn't actually feel that way, but like I said: who knows. Because I can tell you for sure - after 15 years working as a personal trainer myself and basically 'living' in the gym, the ones who are in shit hot shape are the ones who fucking LOVE it.

Now does that mean they don't bitch and moan sometimes about the extra workout, or getting up early, or saying no to a treat when tired and grumpy? Of course not! But honestly that's just kind of what you DO, because you know that as soon as you get into it? YOU FUCKING LOVE IT BITCH! You love the feeling of your muscles being torn about, of your lungs bursting, of not knowing if you can take an extra step and THEN YOU DO.

It's INCREDIBLY powerful, sexy, exciting, and just damn straight thrilling to know that if you really want it and are willing to do what it takes you CAN sculpt your body, mind, business, spirit into anything you choose.

The gym example is a good one, and one that makes sense for me personally, but think back over your own life:

What are the area where you've pushed yourself, faced confrontation or challenge, gone the extra EXTRA mile in order to create something truly amazing?

And isn't it true that at some point you've realised there's a sort of THRILL - maybe just a little bit at first, maybe a lot over time - about putting yourself through what others see as torture or torment or just plain not NECESSARY? The stuff that at first you resisted like crazy, that you did with gritted teeth, or purely because you'd somehow made yourself accountable, or because you'd perhaps finally realised that if you don't then (gosh!) you're not going to GET there ... all of that stuff at some point becomes almost ... enjoyable! And it's not that it doesn't still hurt, of course it still hurts but you have switched from seeing the pain as a bad thing or a necessary evil and all of a sudden you've made the internal connection between the pain and the RESULT and the OUTCOMES and the fact that this shit?

Is transforming you.

I don't believe life is about avoiding pain. Or struggle. Or push. I sometimes write about how to make it easy, but really what I mean is SIMPLE. Just getting back to basics. But hell yeah you still need to push and the more you do learn to LOVE the push and to SMILE through pain the more rapidly you will achieve the business, life, body, all of it that most want but can never ever have because they just don't realise that doing what it takes is not a BAD thing it's one of the most FULFILLING things you can ever experience.

So right now.

Decide.

Not just that you will 'smile through pain' and pretend you don't mind doing what it takes, but that you will actively look for the pain you can endure for life because the outcome and what it CREATES of you is so fucking good that when you think of the pain what you FEEL is the result you're making happen.

And I can tell you something else, if there's a part of you that still thinks 'yes but surely I CAN find an easier way!' -

Looking for the easy way? Trying to shortcut success or NOT put your ALL into it?

Is a really great way to live with the true pain, for life, of knowing you didn't do what most won't.

You didn't go the extra mile.

You didn't have what it takes.

And so no -

You can't live like that.

Have that.

Or be who you were born to be.

And I don't know about you, but to me THAT pain is a pain I will never be able to endure.

Chapter 17 - Do Fucking Everything

So while we're on a roll here. And I'm kinda on a roll, I hope you are too! I've got Linkin Park best of tunes powering through my headphones (blocking out the Bali street noise where I'm currently on #laptoplif location), I've got my timer on for how long I want to write to, greens powder in my shaker by my side, and a day of awesome PAIN ahead of me (!) ... and I feel like, you know what?

WE'RE NOT GOING ALL THE WAY YET BABY!

And just on a side note, so you know:

All this shit I'm giving you? I give to myself first and foremost. Not just in the past, but right now, whatever I'm writing and smacking you down with is also what I know I need to hear for ME. So when I'm harsh, or a bitch, or a total flat out asshole ... it's not about you gorgeous. It's always about me first!

Anyway.

Really.

Let's be honest here -

We are NOT going all the way yet.

We spoke about doing SOMETHING, and okay, that's nice, it's a start and I guess it's kind of pretty and packaged up and better than NOTHING (obvs!), but really?

REALLY?!

Is doing SOMETHING enough for you?

I think (and tell me what you think and if you're with me, or you know - just leave if you're not!) -

Why not do EVERYTHING?

I've recently realised I've been holding myself back in so many ways I didn't even think of. Like I had this sub-conscious belief that because my business and income and lifestyle is pretty fucking ridiculously great that it would be a bit wrong or selfish of me to walk around saying I want to be in shit-hot shape again (let alone daring to post any body pics of myself or something!), or that I could have an INCREDIBLY hot and fulfilling relationship, or that I can be totally happy within myself as a mother, sister, daughter, friend, etc.

Too much, I thought! Too GREEDY!

Have you ever felt that way? Perhaps without even realising you ARE feeling that way? Focused so much on this one - or perhaps few - area of your life in which of COURSE you rule, of course you're a winner, a high achiever and you get what you want, but hey - this other part of your life just ain't quite working and hey! Can't have it all, right?

If you do stop and think about it, it's pretty stupid. Obviously it stands to reason that if you believe you can create whatever you set your mind to in one area of your life that you can do it in ANY or indeed EVERY area of your life!

So whether we're talking branching out within your business -

Doing all the random epic cool shit you tell yourself is not relevant, or too weird, or not cool -

Or whether we're talking fully owning that you DO want it all, that yes you are going to actually be so daring as to TAKE it all (because you can!) -

- I guess what it really comes down to, is do you believe you have creative control of what you allow your life to be?

And if no then really WHY ARE YOU READING THIS??!

And if yes, well then really -

Enough already.

Join me.

Let's have it ALL!

On our terms!

Let's DO IT ALL!

Because we can!

Let's do fucking everything.

Because why the hell wouldn't we?

Chapter 18 - When the Going Gets Tough: You Get Over It

Flat, tired, heavy, don't feel like it?

Shit ain't selling, people are leaving, you feel that whisper or straight out belt of fear and wonder if you're going to be okay?

Pushing so damn hard you're starting to break down and your body mind and soul is screaming STOP?

You can spin it any way you like, but in the end:

So.

The fuck.

What.

You get up, you begin again, you move on with it. Failure is a guarantee, so you might as well just get back to work and fail faster the next time around! And here's what else:

STUCK is a guarantee.

RESISTANCE is a sure thing.

FEAR is unavoidable!

And I don't just mean when you're starting out, I mean INDEFINITELY. Doesn't matter what level you get to you will always encounter these emotions and quite often all of them, daily!

The difference between those who make it and those who don't?

The ones who do just get on with it anyway.

Chapter 19 - You? A Revolutionary Fucking Leader? BULLSHIT.

- I wrote this first as a rant to my community. Here is the intro I sent it out with. It is an ESSENTIAL inclusion in this book:

Warning. I have not been this fired up in a while.

Shit's getting angry today.

I've realised that as much as I 'think' I am pretty authentic and out there with what I say, I'm still holding back and so as much as 99% of my community ARE the fucking revolutionary leaders who KNOW it and will NEVER SAY DIE, there is still an element of bullshit.

And I intend to eliminate, because I care too damn much to see people destroy their destiny and I'm flat out not willing to invest my time and energy into those who are not willing to go ALL THE FUCKING WAY.

Also, fair warning on one more thing: the fuck quotient of this post exceeds what even I thought possible.

- The Post -

You? A Revolutionary Fucking Leader? BULLSHIT.

I am sick to fucking death of your God damned excuses. And like it or not I'm going to let my fury on this topic out, all out, now. If you think this might trigger you YES IT PROBABLY WILL so decide now if you can face up to that.

Because it's time for a reality check the likes of which the VERY vast majority of entrepreneurs, even the so-called driven ones, simple can NOT take.

They don't have what it takes.

And honestly? I'm wondering if you're part of that group, but hey - let's figure it out.

The most frustrating thing I am still YET to come to terms with in getting my message out there as a leader and someone determined to see others rise up and live THEIR dreams, is that when all is said and done most people flat out aren't willing to do what it takes to get there.

And often times it seems they'd be happier with a complex or highly detailed and lengthy 'performing monkey' list of commands as a success plan than with the cold hard exciting (I think!) but yes also DAMN confronting reality, which is that success?

Is really fucking simple.

This week I have encountered a wave of resistance, the type of which seems to come around once every 6 months or so. I swear sometimes people band up and decide to all try and test my patience at once! I've noticed that this stuff happens in waves for as long as I can remember - even back in my personal training days there'd be one week every 8-12 weeks or

so when nearly every client cancelled or was full to the gills of excuses as to why they'd eaten crap all day and refused to move their asses for endless days on end, because hey -

Busy / unmotivated / tired / got my period / dog ate my homework BULLSHIT! Oh, and can you tell me more about which supplements I should take for fat loss as I am really committed to results!

Fuck.

OFF!

Of course what they were really saying?

I'm not willing to do the SIMPLE and OBVIOUS fucking work of eating well and moving my body CONSISTENTLY and so please pretty please let that be okay but tell me the '1%' needle moving stuff that would actually make a difference if I was DOING THE ACTUAL FUCKING WORK IN THE FIRST PLACE because suuureeeellllyyyyyyy that's what I really need?!

And look, okay, I've definitely been that person myself, in all areas of life so when I yell and scream and shout about it I do it from a place of fucking giving a fuck because I look back and see all the time wasted on my own path to my dreams!

And right now, yep, not going to hide it - you know me, I can't and I won't! - I am pissed off at some of the BULLSHIT I'm hearing from a handful of people who said they wanted it, said they were willing to do what it takes, said they were going to have it all AND on their terms but then when all is said and done?

Are.

Not.

Doing.

THE WORK!

And in most cases even admit they're not doing the work but yet still want the magical '1% needle mover' or highly complex SURELY that's what it's all about strategy from me!

And part of me knows - futile to worry about it.

They'll always be those who say they want a result but just aren't prepared to do what it takes.

Let 'em go right? Not my true tribe. 99% of the women I work with, whilst of course they face fear and doubt and insecurity see the VISION and focus on what they KNOW they are here to create and are able to therefore DO THE FUCKING WORK not just in spite of fear and resistance and 'why can't it be more complex and less confrontational' but indeed even in part BECAUSE of that stuff, using it as a guideline.

These are my tribe.

These are my women.

These are the women I look to and I see myself in them, I see the RIDICULOUS willingness to go to lengths that others just won't even consider.

And when they stumble or question or are scared I see myself, and when they're on fire and lit up and sure I see myself, and I'm fine with them NEEDING that extra kick up the butt or with the BS excuses they still sometimes come up with because I still do that and need that push as well; it's normal, unavoidable, and part of life!

But what is NOT acceptable - never mind whether it's normal or not! - if you want to actually bloody well GET there is to listen to your own BS and then CREATE YOUR FUCKING FUTURE BASED ON IT.

And so I write this post not for the whiners and BS-filled 'not willing to do the really simple but really fucking HARD work' handful who are testing my patience this week but I write it FOR MY TRIBE.

For the ACTUAL revolutionary fucking leaders who are willing to do what it takes, not just once, not just 'oh I tried that for 6 weeks and it didn't work' (excuse me while I go and scream into a SHIPLOAD of pillows and then tear them to pieces with my bare hands), not oh I didn't have time, I don't have time, and then when I call you on that you run and fucking hide back into your BULLSHIT rather than actually ACKNOWLEDGE and move past the bullshit, no, those women, those women I cannot and will not invest an ounce of my time into trying to CAJOLE them like stubborn silly children into eating their greens, but I write this for the

actual

revolutionary

fucking

leaders

who will do the work.

for 6 weeks. 6 more. 6 years. 6 fucking decades.

day in and day fucking out, whether or not they have time, whether or not their life is falling down around their ears, whether or not they know how or are motivated or what the fuck ever they just DO THE FUCKING WORK.

I write it for the TRUE leaders because I know that if I have to face and learn to understand and move through this shit from time to time, and face the God damn PAIN of seeing someone I care about sabotage their freaking LIFE, well then my TRUE leader clients will also have to face the same.

And need to know, that no matter how much you might give YOUR all to getting the message out there that people need to hear? Some of them just don't want to hear it, would rather a more complicated solution, and actually unbelievably buy into their own BS about why they can't.

And as much as you might want to save the WORLD?

You can't.

Which fucking sucks. It hurts. It is PAINFUL to me to see women sabotaging their destiny and quite honestly I feel like it is DOWN TO ME to save them. Which is incredibly arrogant, but also - just how I feel. I guess if I didn't care so much I wouldn't do what I do!

And as much as you CAN try and just move on and focus on the AWESOME fact that most of your Tribe (if your messaging is on track and aligned and consistent!) WILL be the incredible Tribe you for so long longed for, it is tough. Tough to let go. Tough to watch people say no - no thanks, yes I know I said I wanted it all, and yes I admit I'm not doing what it takes but right now I just, y'know, can't.

Fucking fuck fuck fuck is all I have to say about that bullshit as I TRY to compel myself to be actually freaking smart about it and focus on the women I am actually here to serve namely YOU, the true leader!

So let me tell you right now though:

If you are reading this and it triggers you, where you think oh but Kat you don't understand, I don't have time and all this shit happened, and I'm not sure, and besides I TRIED and it's not working and really honestly the dog DID eat my homework and YOU would just never get what I'M going through then seriously?

YOU ARE NOT A REVOLUTIONARY FUCKING LEADER.

And you know it.

And as much as it makes me want to scream and shout and CRY my heart out to let you go, I have to.

But if you are reading this -

And you DO see some of yourself in those excuses and inaction - as I see myself as well, like I've said - but yet you know that you are the 1% within the 1% within the fucking 1% who gets up, bloodied, battered, bruised, every day, day in and day out, for as long as it takes, NO MATTER FUCKING WHAT because you are committed to the outcome then you. are. a. leader.

You WILL start and EXPLODE your revolution, and no doubt are already well underway.

You will ALWAYS have me on your side and I would do ANYTHING for you because I look at you and I see you and honey? I love me a lot!

And I have to tell you:

You can't save everyone.

People are DESPERATE to destroy themselves.

It is the hardest fucking part of business.

For every 1 person who refuses to face up to what it actually takes to get to where they want to go, I can write a few posts or a new book and attract in 100 more to replace them. So it doesn't impact me, my income, my 'list', my BUSINESS to see people say 'no, yep I was going to do what it takes but actually would prefer to excuse my way through another year or decade or the rest of my LIFE' but GOD it breaks my heart.

And I truly wish I could NOT be so filled with rage and passion about it. But I know that you get it.

Because that's what we do.

That's what you do.

That's PART of what being a revolutionary fucking leader is about.

And ultimately?

Thank God we give a damn right, because getting there? Is fucking tough work. Ain't no system or complex plan in the world that'll get you out of the simple reality that every day you gotta show up and do the fucking work, and that when it comes to working with PEOPLE some days that work will be damn harder than others but all YOU can do is look within, grit your teeth, square your shoulders, wipe off the blood and sweat and tears, and continue on your way.

So congratulations.

For being here.

For SEEING THE TRUTH about what it takes.

And for doing the fucking work.

Chapter 20 - How to Take Action When Life is All Fucked Up, You Hate the World, and All You Want is to Run till Your Lungs Burst then Fall in a Heap of Tears for a Hundred Years

I've had a fair few conversations this week with normally very put together 'got it all going on' women within my community who are doing it tough because life is, for want of a better way of summing it up, somewhat fucked up.

For the most part nothing truly life DESTROYING, but more so the usual mix of partner shit, kid shit, stress shit, health shit, and so on. Just your regular everyday bundle of AUGHHHHNESS! And can I tell you? I've had some shit going down in my own life lately, stuff that has been making me veer between tearing my hair out and wanting to scream and shout then feeling like I just want to run and run and run until nobody can find me and then fall in a heap on the floor crying for a hundred years, maybe two. Safe to say: this is not, ah, a particularly STABLE frame of mind to try and operate from.

And it's tough. It's so damn tough to pick yourself up when at times you don't actually WANT to pick yourself up, you just want the world to LEAVE YOU THE FUCK ALONE in your angst and misery, but yet of course the more that you feel like that the more the universe (or your never-stop-talking-kids / partner / whoever which is kinda the same thing) just comes knock-knock-knocking on your door demanding your attention. And not in a 'can I make you feel better or what do you need sort of a way', but more so in a can I make you want to scream and shout and CRY sort of way.

Not that they do it on purpose of course, but seriously - have you ever noticed how when you're experiencing the angst of a zillion small things testing you or a few particularly big things that have fallen apart it also seems to be simultaneous with everybody around you turning into a fucking moron brought to the earth solely to test your patience and willpower?

I have to laugh as I'm writing this, because literally as I wrote that last sentence, sitting here having my hair done, the hair stylist stuck a foil right in front of my face without warning so I had to stop writing. And fuck it now she's doing another one and I'm writing this without seeing what I'm doing. Don't worry I have the font size so tiny it is impossible for anyone to read, so she can't see it lol. And of course I know - um, hello, I'm here to HAVE MY HAIR DONE not to write (well), and I'm not at all actually angry or pissed off at her - would be TRULY insane if I were - but it's just like, all these little things that seem to GRATE on you when you're already in that fuck my life state of mind.

And the worst part?

You DO know how good your life actually is.

Even if you don't yet have the money you want in your business, if the shit you're launching ain't selling, if you just lost all your clients and your car got stolen, you do still have so much to be grateful for and you know it. But that doesn't mean you're not any less ENRAGED by all of

the random or not so random shit that seems to be hellbent on stopping you doing what YOU really want - and need - to do, in your business, and in your life.

And you think -

Why won't everyone just leave me ALONE!

Why do they have to stir up all this SHIT inside of me!

Why can't they go the fuck away and STOP WITH THE FUCKING NOTIFICATIONS and the Mummy's and then the people you DO want to speak to don't get back to you and sometimes there actually really is really fucking big shit going down in your life, but the point, the point of all this is not whether your problems or stresses are valid or not - my opinion is they always are and you're allowed to feel whatever you feel and it is NEVER about a 'true' problem versus a 'made up' or 'you should get over it' problem, it is simply about the fact that baby?

You're human.

And sometimes big shit's gonna go down and you're going to have to figure a way to move through it for better or worse, and sometimes there's no big shit really going down but yet you still FEEL like it is and you feel like you can't even BREATHE let alone go about your business and yet you STILL HAVE TO FIND A WAY TO MOVE THROUGH IT.

For better or worse and no matter what the ultimate outcome will be.

So today I write about this for you. About how to take action, how to keep moving, how to try and scrape back some sense of flow and PEACE when it all seems to be - or actually is - going to shit. And I write to try and get myself out of my own FUCK MY LIFE AND FUCK YOU HACKERS WHO CLEANED ME OUT THIS MORNING AND FUCK THE FACT THAT I DID NOTHING TO "RELAX" ALL MORNING AND ACTUALLY FEEL WORSE FOR IT AND AM NOW PISSED OFF ABOUT THAT AND FUCK THAT I'M NOT MOTIVATED TO WRITE TODAY AND FUCK THAT FUCKING FOIL IN FRONT OF MY FACE STATE OF MIND and back into, y'know, some kind of state of normal where I actually feel GOOD!

Just a random example of course.

So seriously. Let's talk about this. Because reality? There'll never not be shit. It comes in waves, for sure. You can get by ages at times where everything is pretty smooth sailing. But sooner or later? There it is again, the weight of the world trying to crush you and God damn it you just want to be able to do what you need to do and get what you need. And then even when the really fucking big shit happens, when all is said and done, at some point - and particularly in business - you're still going to need to do what you need to do and get what you need for YOU.

So let's talk how.

How to take action when it's all going to shit - or feels like it - and you just want to run and scream and hide and kick things.

1. This Too Shall Pass

Okay it's trite, it's cliché, and there's a fucking reason for that! So grit your teeth or take a breath or if need be DO scream and shout and cry and kick things but just keep your eye on the prize. AND the prize is that no matter how bad it is it WILL GET BETTER AND ULTIMATELY PASS. Ultimately it ALL passes so all we can try and do is -

2. Be Here Now

You are where you are. You feel how you feel. They're testing you like they're testing you. IT IS WHAT IT IS. So ACCEPT it bitch, because once you accept it instead of trying to rage against the machine you can then work out how to -

3. Deal With It

Be honest: what can you actually do right now, in this moment, to gain some semblance of feel good factor back again? That's it, to start with. You can't try and NOT be where you are right now, so what can you do IN THIS MOMENT to in some way deal with it. Like me right now - writing this. I tried to write 10 other posts but it was all just BULLSHIT and honestly I was having some kind of stress meltdown reactive to the above shouty stuff and really just wanted to scream and shout and EXPLODE but I DID try doing a workout and it still didn't help and I tried journaling about what I need and that didn't help either and I tried playing with the kids and that was fun but I still wanted to scream and meanwhile my heart rate was going crazy and so in the end I just decided to TALK ABOUT IT. Which brings us to -

4. Let it Out Baby.

Just let it out, somehow. Whatever works! You might have to try a few things, like I did as mentioned above, but honestly WORDS are one of the best ways to change your state. Write, speak, yell, whatever. Tell Facebook if necessary, even in a private group or something, but just recognise -

5. It's Okay to Be Whatever You Are in Reaction to The Shit

A lot of our feelings of frustration and rage come when we have ideals about how we have to be. That to be a good mother, partner, entrepreneur, writer, coach, whatever we must show up a certain way, perform a certain way, react a certain way. And then add to that the stress of feeling like in order to be accomplished, successful, to move forward we must get a certain amount of STUFF done each day or produce a particular TYPE of stuff, or whatever and sometimes when we can't seem to DO it we turn THAT fact into a whole 'nother meltdown point which, safe to say, is NOT HELFPUL!!

6. Produce Anyway

So in contrast to what I just said though - if you're a creator, an artist, a writer, speaker or leader I GUARANTEE you that doing your stuff in those areas WILL HELP. But the key is you can ONLY BE WHO YOU ARE!! You can only produce based on what is inside of you! Hence-today's post!

7. TRY to Breathe.

But you can't necessarily do it in a 'zen' now I must calm down sort of way. So sometimes the best way to calm yourself down IS to yell or cry or RAGE. Or sometimes you do SOMETHING - anything - to get you past the NOW point of explosion where you can then take even one breath. And another. And one more. And maybe you can -

8. Go Into Robot Mode

Can't think, can't respond, hating yourself and the world and just want to feel an OUNCE of positivity? Go into robot mode. Choose a task that is repetitive and just put a timer on and some music if you want and just get. to. work. This could be creating heck it could be something like clearing your cupboard out though. Anything. Just something to distract you from emotion for a few moments.

9. Be Frenzied

Having said that though, it's okay to jump around all over the place. I can tell you that right now my internal state is about 1000 points calmer than it was when I started this post. I still feel constriction in my chest and can't breathe fully but I am slowing down. Getting back to flow. Realising I don't actually think fuck my life. Realising it's all okay, everything is all okay and that I can still do SOMETHING. But it took me jumping around internally and basically just wanting to HATE THE WORLD and simultaneously trying NOT to be a bitch to everyone around me in order to settle a little into this point.

10. Know what Works for YOU

Of course what worked in the end for me was a workout- a total robot one as per #8 - and then writing. Those are my things. But even so it took a ton of attempts with the writing before I could get into it. And on a side note I believe there is always a way to get SOME of what you need. I've had days - heck weeks and months - feeling like this with the kids underfoot and I could NOT escape for time on my own but I would snatch 5 minutes with the bathroom door locked and type out ideas on my phone, or I'd do 20 jumping squats in the backyard and of course it was never 'enough', but always -

11. Something is Better than Nothing

It's not about having to always do everything you wanted to do, planned to do, or think you should do. It's also not about having to do what you do to the 'utmost' level of perfection, is it? That'd be nice but like we said - all you can do is be who you are NOW. So do something. Do it on robot mode. Do it to 10% of the effort you normally would do but do SOMETHING. Because honestly, and I know many will disagree with me on this, but the worst thing you can do is do nothing and just float along feeling torn and pushed and pulled and broken, so, and I'll make this the final point because I have finally managed to take a full breathe in and now think I might actually need to cry -

12. Don't do Nothing

The whole thing of doing nothing, of actively avoiding the stuff that you use on a day to day basis to fuel your soul, is bullshit. To me this is akin to people on diets thinking they 'should' have a cheat day on a Sunday where the cheat day is eat ALL THE JUNK FOOD IN THE ENTIRE TOWN, whilst sitting on your ass because hey! Obviously this whole dieting thing is just depriving you so you should have to stuff your fucking face till your nerves are shot with sugar and cloggy carbs and it takes you a week to undo. Rather than just, say, actually ENJOYING eating whatever treats you would ACTUALLY ENJOY, but also surrounding it with soul and body nourishing good fuel.

The stuff we do each day in our business and life, if we are indeed true creators creating from the heart, is the stuff that we NEED. For me some of the things I do every day that not only grow my business and help me create the life and body and etc I want but also fuel my soul are eating greens, eating good protein, moving my body, reading something inspiring, sweating, laughing with the kids, eating chocolate, good coffee, journaling, writing, doing my daily message, doing my daily video, helping at least one other kickass woman, and often then writing more. I do all of these things and a few others I've not mentioned every single day.

So does it start to feel tedious at times or like something I 'have to do'? Of course! But it's fucking RIDICULOUS to think that the way to counterbalance that - whether or not it's because the whole world seems out to get you or you don't have time or you're falling apart or whatever the reason - is to have a day of doing NOTHING. That's a junk food overkill way of getting through the day and it is NOT relaxing or rejuvenating you just feel even more angsty and pent up or alternatively you feel emotionally bloated and sugared up! So instead, and okay, one more point after all -]

13. What do You Actually Want and Need Right Now and How Can You Get Even a LITTLE Bit of It

I know that sometimes you really can't get what you want and need. Sometimes the world just won't leave you alone! Sometimes you just have to man the fuck up and DEAL WITH IT. But there is always SOMETHING you can get for you, even if it's as simple as an internal acknowledgement that this WILL pass, or perhaps the shared realisation from reading a post like this of knowing you're not alone. But what I would recommend beyond that, and for me this is without fail the GREATEST healer when I feel as I have felt today and in part this whole week is to simply DO WHAT I WAS BORN TO DO.

And for me and for ALL the revolutionary fucking leaders in my kickass community it's going to be the same stuff we talk about day in and day out.

Get your message out there.

Whatever the message actually is TODAY, from who you actually ARE today.

Do it as best you can - if it's a 30 second AUGHHHHH video that you make while hiding in the pantry from your kids then that's your message today!

Do it now.

That's it really. I know it doesn't help you to deal with the actual shit that's going down in your life, but that wasn't the title of this post :) the title was how to take action anyway, and as a leader, as a creator, as someone with a message the ONLY action you need to take each day is to get that message out there, and the really cool thing is that when you let your message actually reflect who you are no matter how God-awful that may sometimes look or feel then it actually heals YOU and helps you to breathe again, even if just for a moment before the next onslaught hits. And then if you want one more thing after that, offer to help people, because one thing is sure - whatever shit you're going through, you're not alone.

And people need to hear it.

Your tribe need to hear that it's not pretty and perfect further up the hill.

And that that's okay.

Chapter 21 - When All is Said and Done: Stop Fucking Hiding

When all is said and done, what it comes down to is this:

You are a leader.

You were born to lead.

And that's just the beginning really, because for you when you think of leading? You think of changing the fucking world, or at least the parts of it that can handle the revolution that is YOU.

And whilst it may well be arrogant, selfish, extremist or a host of other supposedly 'not good' things to imagine that YOU can truly be of such import, such impact, the plain and simple fact?

Is it's true.

You know it.

You'll never NOT know it.

And there's no way around that, but more importantly: why the hell would you want a way around it?!

You were brought to this earth because you have a purpose. You have shit that is going to HELP people, and it's not the stuff you LEARN, although that's nice, but what it is that will make the true difference? Is about who you ARE.

Deep within.

And all the way through.

And it is your RESPONSIBILITY as well as your birthright to share that. As loudly as possible and as far-reaching as possible, TO THE RIGHT PEOPLE. The only way you can reach the right people, of course, is to speak fully TO the right people. Further to that the only way you will EVER truly feel fulfilled is when you let the truth and the power within you out. And the only way you can any of these things, and ultimately live the life you were born for?

Is to stop fucking hiding.

No, it's not going to be pretty, it's not going to be easy, and it's not going to NOT fuck you up at times.

But the point is that THAT'S NOT THE POINT. So you can think about it till the cows come home, you can plan and prepare all you like, you can do your research and test stuff and hire the very best coaches and mentors, follow the gurus till the end of the earth if you like but ultimately if you are a fucking revolutionary leader then you are going to have to STEP UP AT SOME POINT AND BE A FUCKING REVOLUTIONARY LEADER!

So wake up.

STAND up.

STEP the fuck up.

And quit being so vanilla gorgeous. Unleash your GREATNESS! And finally - truly - LIKE you were always born for - have. it. all.

Remember -

Life is Now. Press Play.

Kat

Extract From – The Push – The Rich Chicks Guide to Being Mother-Fucking Exceptional, a Superwoman, the 1%, and Okay With It.

[Grab Your Copy Now](#)

Introduction

The push is about that constant need to be, to do, to prove yourself.

No matter how much you do, it's never enough.

No matter how high of a mountain you scale - and even though you may feel good about it, for a moment! - there's still more ahead of you.

An unquenchable thirst for -

What?

To show the world that you are an achiever, a go-getter, a superwoman?

To position yourself as a leader, a winner, the best?

No.

The admiration of others is nice, to be sure. But to be honest it's also just expected.

You KNOW you do more.

You KNOW you take on "too much", and yet still complete it.

You KNOW that the way you live your life is not only 'impressive', but in fact astonishing, astounding and even plain unbelievable to others.

You KNOW you are the 1% within the 1% within the 1%.

So really, what is there to prove? Proving you're ahead of the rest proves nothing to the one person that counts.

Which brings us back to the push.

The push is not about the world.

The world and the limitations of the ordinary person, yes even the 'successful' ordinary person, really have nothing to do with you.

Because the push is about you.

The push is about your need to prove something to YOU.

The PROBLEM with the push and the way you dance with it now, is that you're trying to prove the unprovable.

Another way to look at it - haven't you ALREADY proven (and how many times now, let's be honest?) that no matter what you may do, will ever do, could ever do, no matter how many times you achieve the improbable or even the impossible it will still. never. be. enough.

And the push will always win because the only thing that truly IS impossible, for you, is to not push.

So why this book?

It's simple. If you don't learn how to work WITH the push, the push will control you, forever torment you, and very easily can, through the exhausting search for MORE, destroy you.

This book is about taking charge of the push.

Using it for good.

Using it to be, and do, and have what you TRULY desire and are born for, rather than having it TELL you what you need to be, and do, and have, in order to be ENOUGH.

Know right now that you are already enough but also you will never BE enough, and that's okay. In fact, it's more than okay. Because the realisation that the end of achievement never comes is incredibly freeing, and if you really THINK about it, it allows you to now move forward from a place of only giving a fuck about the things you really do give a fuck about.

The secret is - you have to know what those things are, and you have to be able to take CHARGE of the push and make it dance to your tune.

What this book is really about, is finding your own tune. And then spinning the world on its head as you dance the motherfucking crap out of it.

Chapter One - Sometimes You Just Wanna Be Normal!

There was this song that used to run through my head over and over, as a little girl. It was still there as a teenager, and sometimes it still comes from nowhere; surprises me. I believe it's from the musical "Fiddler on the Roof" -

"If I were a rich man, la-di-da-di-da-di-da-di-da-dah I'd travel all around, if I were a wealthy MAN! I wouldn't have to work hard, la-di-da-di-da-di-da-di-da-dah.... I'd (something) all the day, if I were a wealthy MAN!"

A catchy tune for sure, but I think the real reason it has stuck with me for some 20+ years now is that deep within me I always knew -

Well, yes, what if you WERE rich Katrina?

What if you DID have it all?

What if you could do ANYTHING, BE anything, and change the world?

What then?

Let me pose the same question to you-

What if you WERE "truly" rich, as far as your eye could see you had already reached...?

What if you DID have it all...?

What if you HAD done it all...?

Then what?

And the answer is as certain within you as it is within me -

More.

And begin again.

For you know as well as I do - there always is more. You can reach as far as you can see. You CAN do anything, be anything, have it all, but when you get there there will still be more.

And to tell the truth? It's fucking exhausting almost as much as it is exhilarating, ain't it? And sometimes, as you look around you at everyone going about whatever it is the normal person goes about, you have this thought, for a moment, of how it must feel to live a life in which one clocks on and then clocks off and is HAPPY. A life where all that matters is the stability of a home, a set income likely not enough but perfectly acceptable, good food and drink, a family and friends, the obligatory travel and various others accoutrements of a 'successful' life.

And you wonder, for a moment, at how freeing it must be to be able to reach the end of your work day and be done.

To feel relaxed and sufficient in the idea of spending your evenings or weekends watching TV, reading magazines, following the news or sports, or just 'hanging out'.

And you imagine, for a moment, an alternative life where you too feel so free, so complete, so secure, and what a RELIEF it might be to rid yourself of this constant 'damned if you do and damned if you don't' pressure that for the LIFE of you you don't know if you'll ever release.

Hint: you won't.

And: wake the fuck up beautiful because the truth, that you already know, is that the apparent freedom of the normal woman is the furthest possible thing from freedom that could ever exist, for freedom and also SECURITY has nothing to do with how you spend your time and nor does it have anything to do with where you are or with knowing what to expect from your income, your home, your family, yourself. And it has everything to do with how you see the world and how you see what is possible for you.

So if we're going to do this, let's really do it, yes?

Let's have the goddamn self-respect to be HONEST about what you really want...

Who you truly are...

And how it all needs to play out for you...

And the truth, of course, is that you never really COULD do normal, could you?

Oh sure, perhaps you tried. A little. Or as best as it ever could be possible for you to try, really. In the same sort of way that a cat might try to pretend it's a dog. You can mimic and learn and study and APPLY yourself but at the end of the day it really doesn't matter what you do nor how you do it, normal just ain't your thing.

AND YOU'RE GLAD FOR IT.

Which is an understatement, but you get the point.

And you know what else? As much as you might IMAGINE what it would be like to lead the normal life, to be THAT girl, the reality of even the IDEA of it horrifies you so much that you really find it very, very difficult to believe that ANYBODY could be happy that way.

Are they really?

Is it possible?!

You know what?

Who cares?! This is about you! And what YOU need right now is to stand up straight, grit your teeth, throw your shoulders back and your chest out and finally learn to CLAIM your awesomeness. And then embrace what it MEANS to be so goddamn awesome, what ALL of it means.

PUSH: From now on, let's agree - you are awesome, no wait! You are freaking EXCEPTIONAL. Mother FUCKING exceptional, no less. And you're okay with it, so the world and it's seduction of 'slow down', and 'relax', can really just go screw itself. There's WORK to be done, and in the best possible way.

[Get Your Copy of The Push Now](#)

More Books for Kickass Women Entrepreneurs

Make Sh*t Happen Series

[How to Journal and Make Sh*t Happen! – The Book Every Women Craving an Exceptional Life Must Own!](#)

[Sprint Your Way Rich – The Adrenalin Lovin’ Gals Guide to Self-Created Wealth Online](#)

[Act First, Think Later: The Kickass Entrepreneur’s Guide to Rapid Success in Business and Life!](#)

[Launch It! – How to Create, Launch and Market Your Information Product in 2 Weeks or Less](#)

Rich Chicks Guide Series

[Rich Chick’s Guide to Beating Overwhelm and Procrastination and Getting Sh*t DONE!: Productivity for Women Entrepreneurs Who Want It All, Now!](#)

[The Push: The Rich Chicks Guide to Being Mother-Freaking Exceptional, a Superwoman, the 1% and Okay With It](#)

[This Ain’t No Dress Rehearsal Baby!: The Rich Chick Guide to Kicking Fear’s Butt and JFDI’n it NOW!](#)

Think Like a Rich Chick Series

[Think Like a Rich Chick! And Live the Laptop Lifestyle, From Anywhere in the World: A Step-by-Step Guide to Creating Location Independence with an Online Business](#)

[Think Like a Rich Chick and Create your Millionaire Mindset](#)

[Think Like a Rich Chick! And Make Money Online!: The Step-By-Step Guide to Creating a Multiple 6-Figure Income, Doing What You Love!](#)

[Think Like a Rich Chick! Get Motivated, Energised and Fall Back in Love with Life!](#)

[Think Like a Rich Chick! Stop Working So Hard and Create The Life You Damn Well Want!](#)

Stop F&*king Around Series

[Stop F&*king Around, And Figure Out What You Want From Life!: the No BS Guide to Finding Your Purpose and Living with Passion and Flow!](#)

Bad*Ass Business Babe

[Harder, Faster, Bigger, Better – How to Do Business in the Fast Lane and Rule the WORLD!](#)

[Multi-Passionate Woman – Why It’s Okay to Want AND Do It All, at Once if Not Sooner – And How to Make it Work!](#)

[Get Off Your Ass! – How to Find Your Ultimate Why, Create Like a Motherfucker, and Live Like You MEAN It, Now!](#)

[It’s Only Money, Honey!: Why Budgeting and Frugality Will Never Make You Rich, and the TRUE Fast Track to A Million-Dollar Biz](#)

[The 100k a Month Formula: For Kickass Women Entrepreneurs Ready to Suck It Up and Finally Play BIG!](#)

[Superwoman Success SMACKDOWN: 30 Days of Personal Transformation to Help You Succeed Beyond Your WILDEST Fantasies, and Live a Life You Love!](#)

For more kickass books for kickass women, including free downloads:
www.booksforkickasswomen.com

Free Book For You!

Each month I give away one of my best-selling books as a free gift when you join my (also free!) online community of kickass women entrepreneurs!

Just go to <http://www.katloterzo.com>, opt-in on the top right, and download your copy instantly!

It would be my absolute honour and pleasure to have you in my community and give you the motivation, inspiration, education and *butt-kickin' empowerment* you need to get out there and create the business and life of your dreams!

I have to warn you though ... my style is somewhat out there. I'm not gonna hold back on saying what I think. I may very well call you on your sh*t ... often. And if I think you're limiting your ability to create what you WANT to create and CAN create then I'll be coming down on you like a ton of bricks. Loving bricks, but still. **You can get a bit more of an idea of how I can help you by checking out these popular posts:**

How to Be a Content Machine, Get Recognised as an Expert, Storm Your Industry, and Make a Million Dollars <http://katloterzo.com/make-a-million/>

You Selfish Bitch <http://katloterzo.com/selfish-bitch/>

How to Earn 10k an Hour, on Repeat <http://katloterzo.com/earn-10k-hour-repeat/>

Let 'em Hate <http://katloterzo.com/let-em-hate/>

Can I Kick Your Ass? <http://katloterzo.com/can-kick-ass/>

Why You Need to Consider Unsubscribing From My List <http://katloterzo.com/need-consider-unsubscribing-list/>

Cracking the Money Code: How to End a Money Drought and Make Money That Flows and Flows and Flows <http://katloterzo.com/cracking-money-code-make-money-flows-flows-flows/>

11 Things You Have to Be Doing to Make Your Sh*t Sell – FAST! <http://katloterzo.com/11-things-make-shit-sell-fast/>

9 Steps To Creating Products That Sell: Rich Chicks Guide to “Killing It” Online! <http://katloterzo.com/9-steps-to-products-that-sell/>

How to Be an Overnight Success, Get Insanely Lucky Online, <http://katloterzo.com/overnight-success-get-insanely-lucky-online-become-expert-niche-make-millions/>

10 Easy Ways to Make Extra Money in Your Biz This Week! <http://katloterzo.com/10-easy-ways-to-make-extra-money-in-your-biz-this-week/>

Follow *This Link* Now to Download Your Copy One Of My Best-selling Rich Chick Books Free, and Join the Community!

How Kat Can Help You

Wanna Go ALL THE WAY? Why Not Become an OFFICIAL Rich Chick?!

If you have enjoyed this book then I know you're going to love working with me on a more personal level. I've created the Rich Chick Mastermind as a place where you can do exactly that. ***The Rich Chick Mastermind is an extremely affordable way for any entrepreneurial women who dreams big and is ready and WILLING to make sh*t happen to do exactly that.***

Follow the below link to claim your place now, and trial the entire first month for a whopping 90% off for my book readers – no obligation to stay if you don't LOVE it as much as I know you will!

<http://katloterzo.com/richchickbizmastermind/>

As a member you not only get access to ask me your questions and receive my personal feedback and input into your business, you also receive:

- New video, audio and written training each month to move you forward in your business
- Up to the minute information and strategy on all things making money online, including but not limited to:
 - Marketing
 - Lead generation
 - Success mindset
 - Dealing with blocks and sabotages
 - How to create your funnel
 - Crafting offerings, products and programs that sell
 - Building a soul-based business
 - Selling with soul
 - Website 'musts'
 - How to grow your list
 - Social media
 - Learn the in depth launch processes and take a look behind the scenes on my own launches
 - Monthly strategy and action tasks to ensure you implement what you're learning in the minimal amount of time for the maximum result in your business
- Access to me through our forum and members only area!
- Membership is month by month and you will be happily surprised at how affordable it is to join!

Become part of an inspired and action-taking group of like-minded women who you can learn from and with, and share your challenges and wins. Every woman in business needs a 'crew' and the Rich Chick Mastermind is the perfect place to find yours!

<http://katloterzo.com/richchickbizmastermind/>

If you've enjoyed what you learned in this book and are inspired and excited by what's possible for you then you are going to simple ADORE being a Rich Chick in my Mastermind. Click [here](#) now to learn

more and claim your place, because you can ***try your entire first month for a whopping 90% off!***
Click here for your place: <http://katloterzo.com/richchickbizmastermind/>

About the Author, Kat Loterzo

Kat Loterzo helps ***kickass women entrepreneurs*** design the business and life of their dreams. Her special gift is in inspiring, motivating and *empowering* women who already know they can HAVE it all to get out there and TAKE it all.

Kat is a **best-selling author and an internationally renowned speaker, entrepreneur and coach**, as well as the founder of The Rich Chick Coaching Institute, Rich Chick Certification Program, Rich Chick Business Mastermind, and Rich Chick Magazine. She built a half million dollar a year business which now doubles in size each year, initially by teaching women how to create the body of their dreams, before moving 'officially' into her current role as a business and life coach, working with other equally determined women to help them make their business and life dreams reality.

Kat is also a busy Mum to 2 children under 5 and understands what it's like to have big dreams and a burning desire to leave her mark on the world while also enjoying precious time with her family and looking after her own health, sanity and well-being. Her ***"Selfish Bitch Revolution"*** was born from a desire to show women that it's okay to want your life, your way, and has since become a worldwide movement of women ready to step up and say YES to truly pressing play on their dreams and forgoing the "Mummy Guilt" and rules about how life "should" be lived.

Kat currently has over 70 active income sources and is an expert at the fast creation and sales of online products, programs and courses as well as 1:1 and group coaching and live events.

She is also an expert in "No B.S" coaching and would love to help you create a business and life you love, completely on your terms!

Connect with Kat and download her free book of the month at <http://www.katloterzo.com>

Learn more about Kat at: <http://katloterzo.com/about/>

Come and make friends at <https://www.facebook.com/lifeisnow.pressplay>

Check out the **Rich Chick Mastermind** and how Kat can help you make more money, FASTER, in a way that suits you at <http://bit.ly/1GbNVwb>

Your Opinion Counts!

Reviews are extremely important to authors – if you've enjoyed this book I'd be so appreciative love you forever if you'd consider leaving me one, because it will help me to share my work with more amazing women like you!

I'd love it if you could take 2 minutes of your time to leave a review for this book on Amazon, even if you purchased it direct from my website and not from Amazon. You can [click here](#) to do that, or just search for this book and my name on your Amazon site.

Thank you so much!

And don't forget –

Life is Now. Press Play!

Kat