



Heidi Hauck: Hello and welcome! This is Heidi Hauck - I help Badass Bleeding Hearts release old stories, reclaim their power, and build thriving businesses that make the world a better place.

As part of my mission to empower my fellow Badass Bleeding Hearts, I'm interviewing entrepreneurs from a wide variety of fields and specialties, sharing pieces of their journeys as they've built their own thriving businesses that make the world a better place. I hope their stories and insights will help you to see the possibilities for your own dreams, purpose, passion, and journey.

Welcome, and thank you so much to my guest today. I am so honored and pleased to introduce Fabeku Fatunmise. He is a man who defies labels and categories, so I will describe him as someone who helps... entrepreneurs primarily, but also other individuals, discover their superpowers, become coherent in their business and their lives, and he is also a teacher of wizards.

He is somebody that I am grateful and honored to know and to have had the pleasure to work with and learn from and just thank you so much for being here today.

Fabeku Fatunmise: Absolutely, thank you. And, now I'm going to make business cards that says teacher of wizards.

Heidi Hauck: Well, you should, you should. You absolutely should. Oh, man. Well, I like to start these interviews with what I jokingly call the easy question which is, what is the big why, the purpose behind everything that you do?

Fabeku Fatunmise: Yeah, so there's a couple of things that drive me I think.

There's the why that I've kind of talked about and articulated for a long time and there's the why that really has just more recently, kind of solidified or at least I've had a language for, right?

So, the why that I've talked about forever is this thing of doing what I do with people in business so that people don't die without getting their genius out in the world, right? Whatever that is, whether it's coaching, building websites, music art, doesn't matter, whatever it is, that's the thing.

And, a lot of that comes from... you know, my dad died when I was young, '93, I was 18.

He spent his whole life in a corporate gig that he hated, he was miserable, he was miserable to be around. And, I found out not long before he died that he'd always wanted to be an artist and it was one of those moments that was sort of like equal parts crushing and inspiring.



Fabeku Fatunmise: When he died, I actually I struggled more with that part than the fact that he died. And, the fact that he died was shitty but the fact that he died in a job he hated and never got to do his art - that was something that took me a lot longer to resolve.

So, there's that piece. And I think the other piece that I finally have words for, and I've been thinking a lot about as I've returned to teaching magic stuff after swearing I would never teach that again.

I think even beyond that, there's a thing that I want people to have a sense of hope in their life, and I don't mean that in some kind of Pollyanna kind of weird way. But, I realized that the absence of hope is a fatal thing and sometimes literally, it's a fatal thing. People reach a point in their life where they just can't see any more hope and then that's it.

I think whether that's teaching people work with magic or teaching people how to get their work out in the world and sustain it and do that in a way that it works, I think underneath that there's this sense that there's hope, you know?

And you can access a reserve of hope that you might not have even previously known was there and sure as shit probably didn't know how to actively access. So, for me, that's really the driving force at the end of the day.

Heidi Hauck: That's absolutely beautiful and I love that because I've been following you and engaging with your teaching for so long. One of the things that really stands out to me as you're talking about hope is that everything that you teach is so concrete.

And, the first thing that kind of comes to my mind is we live in this world, our society in particular, that is so focused on sort of pushing people into conforming, pushing people into boxes. And, I think where so much of the lost hope that we suffer from is feeling like we don't get to be ourselves.

And, that is something that has been just so solid and consistent in your message both in your magic teaching and definitely in the business teaching that you do of not being beige, of not following the bla-bla's and just being fully who you are.

Fabeku Fatunmise: Well, yeah and I think that a lot of people run into this thing where they feel like they have to make a decision, right? "I can either be myself or I can build a successful business."

And, I think it's a bullshit idea... but it's a bullshit idea that's supported by a whole lot of other people. And, I think that what happens then is we get ourselves into a position where we feel like, "Okay, well I can't be this or do this or show up this way or say that or admit that I am into this or whatever it is or nobody's gonna take me seriously, nobody's going to give me money," whatever it is.



Fabeku Fatunmise: One, I think that that's just in terms of business advice, I think it's terrible advice and it's not true at all.

But, to me, existentially, that's an incredibly expensive way to make money, it's an incredibly expensive way to try to support yourself in the world while also simultaneously undermining yourself.

Heidi Hauck: Absolutely.

Fabeku Fatunmise: And, yeah, I mean, I would rather see somebody... and this was the place where I got to with my own stuff, where I would rather see somebody be all of who they are and be coherent in what they're doing and have that fail, then for them to try to sustain the weight and the tension that comes from, "Okay I'm trying to build this thing but I'm not really coherent, I'm not who I am, people don't know the fuck of who I am what I'm about," or worse yet, when you get that momentum, that constant tension of, "My God, what if people figure out who I really am? Then, I'm gonna lose everything I built."

All of that, it sucks, and I think that trying to sustain that, to me, is a much harder and much more expensive thing than dealing with trying to build something that failed, because you can always do version 2.0 or a 3.0 or whatever it is.

But, I've seen too many people and have worked with too many people that have tried to exist under that tension and it's not sustainable. It's not a sustainable thing at the end of the day.

Heidi Hauck: Right. That's such a key factor, that sustainability.

One of the thing that I really struggle with, as far as not just wanting to burn the entire business coaching industry down to the ground, is all of these tactics that are taught, that are based on things that just are either borderline unethical or just straight-up unethical completely or based on just burning through people as quickly as possible or faking it, taking on this expert status...

And, nobody is talking about the sustainability. Nobody talks about like, this isn't just some venture capitalist thing that you're trying to build and sell as quickly as possible. Like, this is something you're building because it's your passion and you want to spend at least a good portion of the rest of your life doing this.

Fabeku Fatunmise: I agree. I don't think there's nearly enough conversation about sustainability.

I mean, the reality of it is making money is not hard, getting people to give me money is not hard, that is not a difficult thing to do. Getting people to do that again and again and again for a year or five years or ten years or thirty years, that's a hard thing.



Fabeku Fatunmise: And, that's one of the reasons that I am such an opponent of this bullshit bla-bla stuff because it doesn't support that. It has nothing to do with relationships, it has nothing to do with sustainability, it has nothing to do with the overall trajectory of what you're doing and where you want to go.

It's basically like "how can I get as much money now out of as many people as possible." And, I get that and certainly, if you're in a place where you're struggling, and you're worried about not being able to keep your lights on, I really get that.

But, at the end of the day these are strategies that, at best don't enhance relationships and in most cases just fuck them up and just completely poison them... and how many times can you pull that off before the people in your sphere just say, "Fuck you, I'm not giving any more money, I don't care what you're doing, I'm not giving you any more money. You're not interested in me, it's just about cash."

And, that's the thing, when I hear people say, "Well, use this tactic and you'll have a six-figure launch." Great, fine but can you do that again? Can you do that five more times or a hundred more times? If so, awesome. If not, then the tactic is bullshit. I mean, the tactic is just bullshit at the end of the day.

And, that's always been my thing with the way I teach people to build businesses. It's about being able to sustain that thriving and if you can't, then I think we just have a very different definition of success.

Heidi Hauck: Right. Yeah. And I really, I want to take a moment to point out especially for people who are listening who may not be familiar with you and what you have built, you are actually one of my favorite examples of a thriving business person who has built your business on relationships.

I've been sort of following you in your sphere for six-ish years now and in that time, the vast majority of people who come into your orbit and work with you, we stay there.

We continue to follow what it is you have to say and teach, we continue to work with you. We are there knocking on the door, "are we there yet?!" Throwing money at you... and I think that that is such a powerful example of the benefit to focusing on relationships versus tactics.

Fabeku Fatunmise: Well, I agree, and I think that the fact that the majority of people do stay, that's a big deal to me. The fact that not only do they stay but then they refer friends, they refer colleagues. I've had parents refer their kids, I've had kids refer their parents. It's like Jesus, that to me-- there's nothing more meaningful to me when somebody writes and says, "Oh hey, Heidi pointed me your direction."



Fabeku Fatunmise: That's a big deal. It's a big deal when anybody shows up and gives a shit. It's an even bigger deal when somebody trusts you enough to send somebody that they like or know or care about in your direction to help them.

And, that only comes from building relationships and in tending relationships and being a respectful responsible steward of those relationships.

I think that that's the thing. When people have asked me what the best thing is I've done to build my business, the thing I've always said, it's to develop real relationships with people.

And, not relationships that are transactional, not, "Hey, I'm gonna get to know Heidi so Heidi gives me money." It's, "I'm gonna get to know Heidi," period. And then, as a result of that, we have a relationship that involves you giving me money for stuff that I do.

But, it really is a secondary thing. The relationships are the primary thing and I think that for me, I've always said to myself, if that ever slides into the number-two position, that I'm gonna call it a day.

If the money becomes more important than the relationships, then I'm out of the game. That'll be it for me because-- and I get that that sounds like kind of a hippie, kumbaya kind of thing, but I don't see it that way. I look at it as, this is being a good human.

And, the reality is that that's also really good for your business, and that's the thing.

I want to be clear, this is a different thing than this "be strategic" shit that people say. Because I think that this "be strategic" becomes kind of code word for like figure out how to manipulate people and pretend you're being smart.

That's not being smart, you're being an asshole.

And, for me, again, it's not "I'm gonna set out to build relationships to enhance my business." I'm gonna set out to enhance relationships, period.

Then, the evolution of that, the result of that is that it benefits my business, but my primary concern has always been the building and the maintaining of the relationships, first and foremost.

Heidi Hauck: That's beautiful. Now, one thing that kind of comes to my mind is, I'm an introvert and I know that a lot of my people are introverts. And so, as an introvert it's really easy to kind of fall into this story of, "Well, I am an introvert, I just don't have the energy or blah blah, whatever, to engage in that much relationship building."

But, I also know that you are an introvert, so I'd love to hear your take on that.



Fabeku Fatunmise: Yeah, I think it's one of those weird things. I don't know if it's because of how long I've been around or how visible I've been, but people perpetually think I'm an extrovert. I'm not.

When I take the MBTI thing, like I ping as high as you can on the introvert scale. Outside of work stuff, I'm not a super social person, I say no to every invitation, to every party that I get. It just doesn't happen. To me, if there's more than three people at the table, like it's a little sketchy.

So, I'm a total introvert. So, I think there's a couple of things we have to figure out with this. One, and I talk about this a lot is, this constant expansion of capacity.

I think that we can't pretend that we're not who we are, I'm not going to pretend that I'm not an introvert.

But, I think when we use that as an excuse not to do shit, then I think we're headed in the wrong direction with it. This idea that only extroverts can build a business or network or have relationships or market or, that's all bullshit, that's complete bullshit. But, the overwhelming majority of people I work with are highly introverted people and so I don't buy that.

But, how does that happen? It doesn't happen by going counter to our nature, it happens by two things; one, expanding our capacity so that we have increased bandwidth to do what we need to do. And the second part of that is figuring out what's coherent for us.

So, if we try to model our marketing after an extrovert's marketing, it's probably not going to work because one, we're trying to use somebody else's model, and I think that paint-by-number shit, that doesn't work very well. But, they have a different bandwidth for that kind of thing than we do.

And so, I think we have to figure out, "how do I build relationships, how do I tend to those relationships?" Is it you're showing up on Facebook, is it a private forum, is it through a weekly newsletter or a blog or a video or YouTube channel?

That's the thing, there's a million things, but you have to figure out... and, this is where for me, I think when we start to follow these blueprints to success, we just get in deep shit because one that's not how it ever works despite what they say. But your steps to getting there and how you build it and how you sustain it are gonna be different than what mine are.

And if you try to sustain relationships the way I try to sustain them, it's just not gonna work. And if you do it because well that's how Fabeku said to do it or that's how he does it, you're gonna have very limited success with that.



Fabeku Fatunmise: So, you have to figure out, “how does this work for me? How do I sustain this this week, this month, this year?”

And, realize that that's a fluid thing it's not just kind of a set it and forget a thing. You're gonna have different needs and different bandwidth now than you will in a year from now. So, it has to be not only coherent for you, but it also has to be this fairly fluid thing, this kind of ever-evolving thing.

But, I push back when I hear introverted people say they can't build a business because they're introverts. I think that that's complete bullshit. You can't build a business the way an extrovert builds a business, but you shouldn't be trying to do that, at all.

Heidi Hauck: Absolutely. Finding your own way of doing things and things that work for you. You also bring up an interesting point of like, there are so many different avenues of connecting with people and different ways of showing up.

And, one of the biggest problems I have with the blueprints is that it's like those old time-management tools where you read a book and it tells you do ABC, and you'll magically get everything done and still have 10 hours left in the day.

And so, you try to do ABC and it doesn't work and so you think there's something wrong with you.

Fabeku Fatunmise: Exactly, yes. I hate the Blueprint programs, one because they don't work so I think they're selling bullshit.

But to me, the main reason I hate them is people will try them and then fail and then think, “I'm shit, and clearly I'm not cut out to have a business. This has worked for everybody else, I'm the one idiot in the room that can't figure it out.”

That's not true, that is patently untrue and that's one of the biggest reasons that I have such a unapologetically strong opinion about these blueprints because they lead people to inaccurate and mistaken conclusions.

It's like, you were sold a bullshit promise in the beginning and then when it doesn't pan out, you think you're the only person it didn't pan out for. And so then, what you derive from that is not that “they sold me bullshit” but that somehow, “I'm incapable and incompetent. I shouldn't be doing this, I should just go work at the bookstore or go back to my cubicle job.”

That's the thing that makes me the craziest about this I think there are too many people that have reached a very inaccurate conclusion by running through a blueprint that could never have worked in the first place, ever.



Heidi Hauck: Yeah, and I mean, let's be honest. Usually, the blueprint, what it really is, "this is what worked for me. This is how I built my business, so if you do what I do, you can have what I've built."

The problem is that people taking the course or the program or reading the book or whatever, they're not the author. And, so if that doesn't work for you, that means absolutely nothing about you as a person.

Fabeku Fatunmise: Not only are they not the author, but they don't... very likely don't have whatever resources that author had. So, this is where I... I hate business advice without context because especially when I see people that are very successful in business giving out advice that only works if you have a certain level of success behind you.

And most of the people that are following those people don't have that level of success but then they're trying to follow this advice that only works if you have an audience of a certain size or a certain amount of money coming in per year or whatever. And they give this advice as if it's this kind of general advice that applies to everybody when it absolutely does not. It absolutely doesn't.

So, not only are those six steps the blueprint not going to work because you're not the author, but you also probably don't have the same resources or you're not at the same place or whatever it is. So, from the beginning it's impossible that that shit can work. It just can't.

To me, the context is everything when it comes to business advice. If you're brand-new starting out and you have \$1,000 in the bank and ten people paying attention to you, I'm gonna give you different advice than I would give to somebody that has an audience of a hundred thousand people and you're making \$500,000 a year.

Those are entirely different strategies, entirely different approaches and you have different things that you need to and should be doing. And, if I just said well, "everybody should do this!" It's not even that, "if everybody starting a business should do that," that's incredibly stupid advice, it's incredibly stupid advice. It's just not true, not true at all.

Heidi Hauck: Yeah. I mean, it's interesting because it kind of reminds me even just "little things" like this interview series that I'm doing. I shared with a friend of mine some of the people that I've been interviewing, and she was really blown away, like, "Oh my God, those are some really big names that you're talking to and you're so brave to reach out to them."

And it's like, I could just be like, oh yeah, "I'm just amazing and I'm so wonderful that they couldn't wait to talk to me."

And the truth is, pretty much everybody I've interviewed are people that I have been building relationships with for years. I mean, yes, I sent out an email and invited y'all to join me for this this thing that I think is amazing... but I can't tell Jill Schmo to just email whoever



Heidi Hauck: and they're gonna be super excited to do it, out of the blue, without the context of like, building the relationship.

Fabeku Fatunmise: Well, that's it. I was just talking to somebody two hours ago and she was saying, "What are you gonna do?" I said, "Well, I've got an interview in a while." And she said, "I'm surprised you're doing an interview, I thought you weren't doing a lot of those anymore." And I'm not. Like for every 15 or 20 that I get, maybe I maybe say yes to one of them.

And, I said yes to you because I know you, I've known you for a long time, we've worked together, and that's it. But, all of the other interviews and request that I've gotten in the last month, they're from people I don't know.

And it's not that they're not good people, it's not that they're not doing interesting shit, and the interview might be interesting. But I don't know them.

At this point my bandwidth for a lot of interviews, I'm in a different place. I used to do every single interview all the time. Now, I'm at the way opposite end of that.

How do I choose? Well, there's an email in my inbox from somebody that I've known for six or seven years. I'm gonna say yes to that one. The other ones, I'm not. It's as simple as that.

So, that's the thing. You're exactly right. If the strategy is, "go out and email everybody you know and ask them to do an interview." Okay, how about you start with the people who actually fucking know you and that are actually interested in talking to you, not because it's an interview request from a stranger but because they actually know who you are?

And if you say, "Well, I don't know anybody," then cool, that's the next step. Start building relationships with people before you start and sending out all these requests to people.

This is common sense shit and somehow, we abandon that in the process of building a business. And we somehow think that if we just cold call strangers and say, "Hey, can you spend an hour with me talking about whatever," that we're automatically gonna get a yes when they don't know who the fuck we are.

It doesn't make any sense. So, for me again, it all goes back to this relationship thing. I think it's vital, it's absolutely vital.

If you're spending more time trying to figure out how to fuck around with your website or your Facebook page than you are trying to figure out how to build real relationships with people, you're sideways with the shit that's actually gonna matter.

Heidi Hauck: Yeah, absolutely. It's interesting because just recently, the other thing that I'm doing that my not-so-inner introvert is a little freaked out about is, I'm doing a 100 conversations project.



Heidi Hauck: So, I'm having a hundred conversations with people that I kind of know but don't know that well, and I keep having people ask me like, "Okay, so how does this-- like are you trying to turn them into customers? Are you doing market research or how does this connect to your business?"

And I'm like, "No, I really, I want to get to know them better. Like, that is the purpose!"

Fabeku Fatunmise: This is where again, it goes back to this advice that sounds really smart, "always be strategic."

It's fucked advice. It's fucked advice as a human being, it's fucked advice when trying to build a business. Because, essentially what you're saying is be calculating, not be strategic, be calculating so that everything in your brain has some business function to it.

And, when you do that it turns you into that asshole that's at a dinner party. When somebody says, "how do you like your steak?" They say, "great and oh by the way, did you know that I sold insurance if you're interested I can help you."

That's the thing. Nobody wants to be next to that guy, right? But this thing, that "be strategic," it sounds like a smart thing to say, it sounds like you're being a savvy person.

You're not, it turns you into an asshole, is what happens.

And so, how did I build my business? 10, 12 years ago, I got on Twitter and I talked to people, that's what I did. I talked to people. I had actual conversations.

I didn't blow them up with links, I didn't say, "Hey, here's my shit. Hey, tell all your friends about me. Hey, will you do this? Here's my affiliate program?" I didn't do any of that shit.

I got on Twitter and I hung out and I talked about music and food and shoes and animals and whatever, all of it. And people are like, I wonder like, "who is this dude and what is he doing?"

And then without flooding people with a bunch of "calls to action," people started saying "Hey, how can I work with you? Are you taking new clients? How does this work?" That's what I did.

Again, not that there's anything wrong with marketing, but this idea of being... "be strategic," it just turns you into this calculating asshole that makes you believe that every email, every tweet, every Facebook post, every picture, every conversation, should have some kind of definable ROI for your business.

That's not smart. That's shitty humaning, that's just not the way it works.



Fabeku Fatunmise: Again, might that work in the short term? Sure. Will you be able to sustain that? No, because the next dinner party, nobody wants to sit next to that guy that's talking about his fucking insurance all the whole time, nobody wants to. At some point, people will stop listening.

For me, like there's people that I like well enough, that on Facebook, every post is a sales post. I unfollow them, I either unfriend them, unfollow them, hide them whatever. And they're people that I like, there's people who... doing what I might even be interested in.

But don't flood me with that shit all the time. I want to know you as a person. Post a picture what you're eating or your kids or your dog or whatever the fuck it is, just talk about who you are as a human being and also talk about your work in there as well.

This "always be strategic" shit, I think as smart as it sounds, I think it's terrible advice.

Heidi Hauck: Yeah. The thought that occurs to me, I know you talk a lot about choosing love versus fear, and how you can act... You have this choice, you can act out of love or you can act out of fear.

I think that so much of the mindset of "always be strategic" and flooding with links and calls to actions and always being marketing... I think that so much of that comes from a place of fear of, "if I don't do this, I'm not gonna make any money."

So, I'd love to hear kind of your thought on, I mean I kind of know a lot of what you might say. But for the people who haven't been listening to you as long as I have. What would you say to the people who are afraid that if they don't do those things, they're not gonna make the money they need to have an actual business?

Fabeku Fatunmise: Well, I think first of all, this is where we have to go back to using common sense as we build our business. Somehow, if we think that there are rules for being a human and then there are rules for building a business and that those two rules are separate, then we have a problem from the very beginning.

Because, then that's how we justify flooding people with links and making every post a sales post, all of that shit.

But if we go back to common sense, just look at any relationships you have in your life - your partner, your best friend, the person you've known since you were five years old, your neighbor, whatever. How have you built and sustained those relationships?

It's a back and forth, it's a give-and-take, it's showing genuine interest in those people, it's showing whatever kind of love is coherent and appropriate in those relationships for those people. It's not just talking about yourself all the fucking time. That would never work.



Fabeku Fatunmise: If you got into a relationship with someone where every conversation, like let's say you like fishing and every conversation was about fishing rods, and fishing lures and the fish you caught or the place you fished and the thing you did, "next week I'm going to fish here, and okay, well I'm done, bye."

Like how long is that person gonna hang out? They're gonna tell you to go fuck yourself at some point because it's actually not a relationship.

I get that fear, but the thing is that fear drives people to do things that are counterintuitive and that are toxic. They run counter to common sense.

To me, manage these business relationships in the exact same way that you manage every other relationship in your life. That - how do I build a business, do it the same way you build a friendship, a partnership, a relationship, whatever it is.

It's the same thing and I think that you have to realize that... this is why I keep saying "everything is everything." Building a business is the same thing as having a best friend or sustaining a partnership or marriage or business partnership, whatever, it's all the same shit. If we try to think okay, this is how I am in 75% of my life and this is how I'm going to be in my business, and those two things don't match up, that should be kind of a red alert.

We should say wait, "why am I doing this, why am I doing these weird, grabby scared-shitless kind of tactics in my business if I'm not going to do it with my friends and my partners or my neighbors or whatever?"

It has to be the same thing, it has to be the same thing. If you look at... to me, my metric has always been, how would I feel if somebody did this to me? So, when I'm writing a sales page or whatever it is, how would I feel if I was on the receiving end of this? And, would I do this or say this thing to my partner, my friend, whatever?

If I would, then cool, then, it makes sense in my business. If not, I don't do it, it's as simple as that. If I wanted my friend to come over and spend the weekend with me, I wouldn't press on pain points, I wouldn't manipulate them, I wouldn't create artificial scarcity and pretend I'm gonna get a new best friend if they don't come over.

Heidi Hauck: {laughs}

Fabeku Fatunmise: It sounds funny...

Heidi Hauck: Right, yeah.

Fabeku Fatunmise: ... but people do that exact same shit, and there's no reason that those rules should be any different for our business than they should be for the rest of our life.



Fabeku Fatunmise: That's the thing, if we look and say "okay, how would this tactic I'm doing translate with my friend, with my partner, with my kids, whatever." If that seems like a shitty, toxic, twisty manipulative thing to do, then don't do it in your fucking business. You can't do it in your business and expect to be able to sustain that.

This is common sense shit, but it's exactly that fear that divorces people from that common sense. I think the biggest lie is that people believe that they have to do that shit to be successful. You 100% do not.

I built a very successful business and have done none of that ever. I've helped hundreds and hundreds, and hundreds of people do exactly the same thing with doing exactly none of that. It is bullshit.

The fact that it's common doesn't mean it's required, that's the thing. People have to get... just because you see a hundred other people doing it, does not mean that that's what you have to do to be successful. It's fucked, and it's completely not true.

Heidi Hauck: Yeah. That's beautiful and I love the simplicity of that metric of, "would you treat your best friend this way?" It's so simple, it's so clear and easy to follow.

Now, I am kind of curious because this kind of leans- knowing my people, this can kind of push them sort of to the opposite extreme of being afraid to talk about their business at all, fear of coming across as pushy and marketing and too strategic.

Fabeku Fatunmise: Here's the thing. First of all, if you want to have a business, you have to market it, it's as simple as that. If you want to make any money, you have to market your shit. If you want to sustain a business, you have to continue to market your shit, simple as that.

If you don't want to or you can't, you should probably consider another way to make money. It's that easy.

That's the single biggest thing I've seen fuck up people's business. Not that they're not skilled, not that they don't have people that are interested, it's this inability or unwillingness to market your shit. That will kill you faster than anything else, so you have to. It's not optional, it's not it's not a thing.

But, this goes back to figuring out what coherent marketing is for you. Does that mean you have to do email blasts and all of this... with some massive affiliate campaign?

You don't have to do any of that shit. You get to figure out what's coherent for you, and that starts by figuring out what's your coherent definition of marketing, right?

So, at one point, very early on when I was building a business, I was starting, I hired somebody who did marketing because I didn't know shit, I didn't know anything about this.



Fabeku Fatunmise: And I said, “Okay, I don't understand what the fuck marketing is.” And, they said, she was a very nice person, but she said to me, “Marketing is basically figuring out how to manipulate people to get them to do what you want to do,” and I was like, “Wow, fuck, are you serious?”

And, I remember getting off that phone call thinking “I will never be able to build a business because I don't want to do that, I can't do that, I'm just not down for that.”

And then I was like “wait, I don't think that's actually what marketing has to be.” So, for me... not in any act of genius, it was almost in this act of desperation like, “I have to redefine marketing or I'm gonna have to give up this idea of building a business because I don't want to manipulate people to do shit.”

So, one of the big things is, I started looking at, “oh marketing can be an invitation.” Not a manipulation but an invitation.

And it sounds like we're playing word games but we're not, because when I landed on this idea of an invitation, suddenly my body relaxed. It's like “well, I don't want to manipulate people but I kind of like the idea of inviting people. That sounds fun and cool.” And then, it was like “okay, how do I want to invite people?”

And then, I got more specific. “How do I want to invite people to this thing that I'm doing? What does that look like?”

And so, that's the thing you have to figure out. You have to figure out what marketing is for you and you have to figure out what coherent marketing means in the context of the offer and the audience and what you're doing and all of that.

But you have to market your stuff. You have to be seen, you have to be willing to take up space, right? Being seen means visible, means showing up saying, “Hey guys, I'm doing a thing. This is what I do, this is the work that I do in the world.” Taking up space means being willing to do that again and again and again even when it's uncomfortable as fuck, and it will absolutely be uncomfortable as fuck.

And the thing is you will be the only person... you will think that you're the only person who is uncomfortable doing it. Everybody that's doing it is uncomfortable for the most part. I think there's a tiny slice of people that's not, but for the most part, especially in the beginning - and by the beginning I mean probably the first five or ten years - everybody is uncomfortable doing it, but you have to.

And so, to me, that's not optional. What's optional is what it means for you and what's coherent for you on that front and that shit that you have to figure out way sooner rather than way later or you're gonna either have a hard time doing it or not get very good results or just say, “fuck it, I'm not cut out for this.”



Fabeku Fatunmise: That's the thing and again, you don't have to market your shit the way everybody else markets their shit. You don't have to. But you do have to market your shit. That part is a complete non-negotiable.

When I had people tell me, "I would just rather coach or write or paint then market," okay cool. You either resolve that or you coach and paint and market as a hobby and not for a living.

You have to make a choice and you have to figure out... and again, that goes back to that expansion of capacity. You have to figure out how to expand that capacity, so you can step forward and say "hey, this is what I'm doing in the world" and how to expand the capacity again and again on a daily basis to keep saying that, to keep taking up the space.

It's not easy. It's really simple shit but none of it's easy, none of it's easy.

Heidi Hauck: Absolutely, yeah. I mean one of the things that I've found really helpful for myself, I think there's a big tendency to either just avoid discomfort completely, or to do something that's uncomfortable and to come back and to be like, "holy shit, that was really uncomfortable, I hated that." And to focus on that negative aspect of it.

One of the things that I found really helpful is to go out, do the uncomfortable thing and come back and be like "holy shit, that was uncomfortable, but I survived and that was awesome." Kind of reinforcing in my own self, like, I can do something that's uncomfortable and it's not gonna kill me.

So, next time something uncomfortable comes up, I can say again, "Last time, it was uncomfortable, but it was kind of cool too. So, maybe this time won't be so horrible."

Fabeku Fatunmise: Yeah. I think that... I like that. I think that we have this weird idea that hard equals bad or wrong. I think some of that has come from some well-meaning but kind of misguided things, and like the New Age self-help circles with like, "do what feels good."

I get it, but I don't I don't think that's always great advice. It would feel really good for me to sit on the couch and shove chocolate cake in my face all day. Probably, not a great plan, maybe every once in a while, but as a daily tactic, kind of fucked.

It's the same thing like, "well, it doesn't feel good to market." Okay, I get it and, do you want to make money doing this or not? But you just have to kind of sort that.

That's where I think that I agree with what you're talking about, with where do you put the emphasis. I don't love hearing people talk about how hard something is, and not because I don't care, not because I don't get it, but you're putting the emphasis on the wrong thing. I would rather you talk about, "it was really hard, and I did it. And I did it." That's the thing, like you said.



Fabeku Fatunmise: It's like, I had a friend who jumped out of a plane, I was like, "Are you out of your fucking mind? What is wrong with you?" I would never, not in a million years.

And I said, "Why the fuck did you do that?" He said, "Because I wanted to know I could" and I was like, "was it scary?" He said, "it was scary as shit." He said, "I thought I was going to die until I was on the ground, but I did it." And I'm like, you know I would never do that, but I get the idea behind that.

I mean, there is something to, "I made an offer to people, I asked people to do an interview, I showed up and did a speaking thing, I published a blog post or whatever it is." That's scary as shit and you fucking did it. So, put the emphasis on that. Put the emphasis on the thing that expands the capacity as opposed to the thing that causes that weird contraction.

"It's hard," it contracts, "I did it," it expands.

And again, this is not some dumb rose-colored glasses thing, it's not that. I hate that kind of stuff, it's not that at all.

You have to figure out where you're distributing the weight of your attention which then determines where you distribute the weight of your action. If you keep focusing on the hard shit all the time, it just increases inertia, it contracts and eats your capacity. None of that's helpful.

When you're afraid to send the newsletter to make the offer, think about the times you've done really hard shit and you did it. So, just do this. None of this shit's gonna kill anybody. It's not easy, again, I'm not saying it's easy but none of this shit is fatal for fucks sakes.

So, just do it and then you get to decide whether you want to do it again. I think there's too much emphasis on "yeah, but it's hard." Yeah, I get it and again, do you want to build a business or not?

And I don't say that in a shitty way, but I think we have to keep reminding ourselves that like you said, the fact that it's hard doesn't mean that we shouldn't do it or that we can't do it, or we somehow lack the capacity to do it. I mean, some days just getting out of bed is hard, but we do that anyway... most of the time.

Heidi Hauck: Yeah, right. I think the other thing that people run up against is we have this tendency to sort of compare ourselves to the people who have already done the work.

In a lot of ways, it's like looking at a professional weightlifter and seeing them lift 500 pounds and then we go to the gym and we can barely lift five pounds and it's like, "Well, fuck I'm just not built for this."



Fabeku Fatunmise: Yeah. I think that's the thing. This is why I wish people that had a certain level of success would make it clear that "this did not come naturally to me. I was not born like this, it was not always this easy, I didn't always know what the fuck to do, it wasn't always this elegant."

For me, it wasn't. I didn't... I didn't even know what the fuck marketing was. I didn't know how to do it. I remember literally sitting at my desk... it felt like trying to penetrate this arcane mystery of how the fuck do you ever build an audience? How do you ever get anybody to know who you are much less give a fuck what you're doing?

It felt like the most difficult question on that front that I'd ever tackled. None of it made any sense. I never would have imagined that things would be where they are now. And it's easy to look at where things are now and assume that I always knew what to do and that people always cared. That's absolutely not the case. None of this was easy.

No, I didn't grow up knowing how to do any of this. In fact, I didn't want to do any of this, it was hard, I didn't think I could do any of this, I fucked up so much shit for however long. Yeah now, it's fairly easy, but we're talking what? 12 years or whatever into this thing. It's a whole different thing.

How this looks now, it's not how it looked ten years ago, it's not how it looked five years ago for me.

I wish people that had a good handle on their shit would make it clear that I wasn't always this elegant with it. And I don't think a lot of people do that because we want to position ourself as an expert, which means somehow, looking like a fucking know-it-all that had it nailed.

I didn't have it nailed, I didn't know what the fuck I was doing for longer than not. I mean it was absurd. And, that's the thing. We do it, and you do it and you think you can't do it and you think it's gonna work and then you fuck it up... but you get up and do it again.

And then, suddenly you're kind of like, "Maybe I might know what I'm doing, maybe I can figure this out." And then, the next thing you're 10 years, 12 years into it, and it's like, "Huh, alright, I guess this worked."

But you're gonna have a whole lot of time in the beginning where it didn't. To me, in that way, it's no different than like a kid that's trying to walk. You can't walk, and you stand up, you crack your head on the fucking table. It sucks and you're crying and what the fuck? And it's like the people watching like, that kid's gonna die before he ever figures it out.

But you figure out how to walk and it takes a lot of time and it's awkward, and it's weird and the next thing, you're hauling ass across the yard at some point, but it takes time, that stuff takes time.



Heidi Hauck: Absolutely, yeah. I joke, half joke that one of my greatest superpowers as an entrepreneur is stubbornness. Over the years, I have just fucking refused to give up.

I just refuse to give up because this is important to me. The work that I'm here to do is important to me and it's worth trying and failing and trying and failing. And sometimes, cracking my head on the table, but I get up and I go again because the work is worth it.

Fabeku Fatunmise: I agree with you. I think the number one quality that any entrepreneur has to develop if they want to be successful is tenacity, above all else.

You can figure the rest of that shit out. People lose their shit trying to figure out, "do I use MailChimp or Aweber? Do I host on WordPress?"

Who gives a fuck? None of that stuff actually matters and you can figure all of that way easier.

But if you don't have access to tenacity, I think you're gonna have a very short run at this entrepreneurial thing, because you will have to pick yourself up after you've cracked your head on that table again and again and again and again for longer than you'd like, way more often than you'd like, and sometimes way more publicly than you'd like.

I think that if you're new at this or you're in the ramping up stage, one of the questions you can ask yourself I think every day that is smart is, "how do I expand my tenacity? What do I need to do to build my tenacity?"

Because you have to be able to have access to that. If not, I don't know how anybody does this without ready access to tenacity.

And again, like anything you build more of it as you go. But if you don't have some way to access that, what do you do when you crack your head on the table? You say, "Well, fuck it, I'm not gonna walk again."

You have to be able to access that.

Heidi Hauck: One of the things that's really helped me in that is... because I've had some really low moments where I questioned, "am I built for this? Can I do this? Is this ever going to work?"

And one of the things that has made a huge difference for me is finding people who believe in me enough to sort of hold that belief for me when I couldn't hold it for myself. Those people aren't always easy to find but I'm very grateful that when I have needed them the most, they've been there for me.



Fabeku Fatunmise: Yeah. That's where I think I think the power of community is such a big deal. Whether it's a community of two people or 2,000 people, whether it's a small mastermind group, whether it's a couple... It doesn't matter what it is, I think that...

Yeah, because listen, I've had a thousand of those moments of "can I do this, should I be doing this? Am I cut out for this? Should I just say, fuck this?" And, in having other people that can say, "Listen, you've got it. Just keep going. You're fine. Just get up and dust your shit off and keep going."

And I think that's the beauty of this online thing that we all have access to now. Ideally, those would be people you could sit across from in your living room, across from the table. If you can do that, awesome, you should do that.

But if you can't, connect with people online. Again, you don't need a ton of them, you need one, maybe two of those people. Schedule a call once a week, twice a month, whatever it is. Kind of have those moments where you can reach out when you can just say, "Listen, I'm super in my shit with this." And people can pick you up.

I think that's a big deal. I think that this idea of entrepreneurs kind of out there doing it on their own, I don't think that's true. I don't think anybody ever does anything on their own.

I think there has to be some kind of community around you otherwise, good luck with it.

So, if you look at the people in your life, if your friends, your family, your partners, whatever can't be those people, cool, then find somebody who can. But, I think you have to have some kind of access to community because this is a tough gig.

People like to joke about entrepreneurs sitting around in their pajamas, eating ice cream and shit all day. That's not the reality of it. This is a tough gig and like I said, you'll crack your head on that fucking table way more often than you think, and you need somebody that says, "I get it. Now, get up and do it again."

Heidi Hauck: Absolutely. Well, I could just keep talking to you for hours, but I did promise to keep an eye on the time. So, as we bring this to a close, is there any parting thought that you would like to leave with our listeners today?

Fabeku Fatunmise: I guess the only thing I would say is, if you're somebody that's decided this entrepreneur thing is a thing for you, that means somewhere, there's some kind of work that you care enough about to feel that in the first place.

There's something that kind of created that spark or that fire within you, and get as clear as you can about what that is and hold tight to that spark on those moments when you crack your head on that fucking table and you feel like, "I don't want to do this anymore, I can't do it anymore," when you feel like, when it's a dark moon, when it's a challenging moment,



Fabeku Fatunmise: when that hope seems like it's in short supply, hold tight to that thing and figure out what it is and use that fire as fuel to keep you going.

Because, if there's a thing that has made you say, "I want to take this kind of road less travel and work for myself and build my own shit in the world," there's a reason for that.

I think you have to hold on to that and use that as fuel in those moments when your legs feel super shaky in terms of being able to carry you from where you are to wherever it is you want to go. So, don't let that go.

Heidi Hauck: Beautiful. Thank you. Thank you so much for joining me.

Fabeku Fatunmise: Absolutely.

Heidi Hauck: Now, for people who aren't already familiar with you, who would like to learn more about you and the amazing work that you do, or who might want to learn how to be a wizard, what's the best way to connect with you?

Fabeku Fatunmise: fabeku.com and I'm also on Facebook. Those are really the only two places I exist these days.

Heidi Hauck: Beautiful. Well, thank you so much Fabeku. As always, it is a grand pleasure.

Fabeku Fatunmise: Awesome, thank you.

Heidi Hauck: Thank you. And thank you dear listener for joining my guest and I, as we explore this journey towards creating businesses that make the world a better place.

If you'd like to hear more of these interviews, you can listen, download, or sign up for the notification list at HeidiHauck.com/bbh-interviews.

This is Heidi Hauck saying, "Until next time."