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Finalized a divorce, moved states, raised 3 kids, grew a D2C (Direct to Consumer) company to a \$1m run rate in the first year through community and navigated dating life as a single mom.

21 things I learned in 2021:

1. 3 to-dos today.

- a. When you have a long list of to-dos, you likely tackle the "easy" ones first and never the big projects that require intense focus.
- b. By limiting my to-do list to NO MORE than 3 things a day, I actually now have meaningful work to look forward to every day.

2. Defend your flow state at all costs.

- a. Optimizing my day around my ability to hit flow state is what allows me to do all that I do.
- b. 2 hours of flow state is someone else's 6 hours of tinkering/context switching.

3. Stop seeking permission.

- a. When you spend all your energy looking for others' permission, approval and acceptance you run out of steam for the thing you actually do.
- b. Follow your authentic self / goals / passion and you won't care what anyone else thinks. You'll find your way.

4. Personal OKRS > Business Goals (Objectives and Key Results)

- a. It's easy to think of life as "hitting work goals" and then everything else falls into the "rest of my day" bucket.
- b. Being intentional about personal, emotional and social life will grow your being and, in return, allow you to show up at work.

5. Stop waiting for the perfect time.

- a. Nothing in my life has been timed well from an outsider perspective but trust me when I say, a perfect time will never come.
- b. Love yourself more than:
 - i. an unfulfilling relationship
 - ii. a passionless job
 - iii. any other weak boundary
- c. The act of choosing yourself over someone else will feel selfish at first...but over time it will be replaced with pride.

6. Parenting is hard.

- a. Comparison parenting is impossible.
- b. I've muted accounts on social media that make me feel "less than" as a parent.
- c. Only me and my kids know what kind of relationship we need. That's our ongoing work together.

7. Feeling overwhelmed?

- a. Get outside and move your body.
- b. Organize thoughts. They tend to lump together in your brain.
- c. Step away and find joy - what makes you laugh/feel like a child?
- d. Have a person to talk to.

8. Venting needs boundaries.

- a. I ended a few friendships this year when I started seeing patterns of trauma bonding.
- b. If more than 50% of every conversation is negative energy, it is holding you back from seeking solutions.

9. You can love something from afar.

- a. Endings don't mean someone or something is bad. It's just not the best for you.
- b. I have loved many people, projects, and jobs from afar.
- c. Don't villainize something just because it didn't work for you.

10. Invest in people before profit.

- a. My team, customers, and community are all humans. first.
- b. I care about their needs, experiences and emotions before dollar signs and yet I'm constantly proven the loyalty always follows.

11. Diversify income streams.

- a. This is a big goal for 2022 and, as a founder, I used to think this would be frowned upon.
- b. But if you are stressed about money, you'll operate from fear not growth.

12. Feeling behind? Make friends at the front of the line.

- a. Web3, NFTs and Crypto can make my head spin at the pace of innovation.
 - i. Find 2 people you relate to already and happen to be in the space - follow their threads and ask them questions.

13. Be ok catching the next train.

- a. Being an early adopter to every single thing is hard.
- b. Pick and choose which projects, books, shows, etc you want to follow and leave the rest alone. You'll catch them on the next one.

14. Opportunity costs of chores.

- a. If I can pay someone \$20 an hour to do something while I use that same hour and make \$200 (hypothetical), then I will always hire it out to optimize my time for the biggest ROI. (Return On Investment)
- b. I stopped doing laundry this year and my NPS on life increased drastically. (Net Promoter Score)

15. Holiday joy > holiday perfection

- a. The pressure we face as moms to make holidays perfect puts us over the edge.
- b. I'd rather be happy and imperfect than stressed and get the perfect IG photo.

16. Dating

- a. My only advice is to stop forcing anything.
- b. When you want a partner so badly, you look past the person and only see the potential.
- c. Date the person - not the potential.

17. Making time creates times.

- a. Never sacrifice sleep or fitness or orgasms.
- b. The weeks where my sleep, fitness or intimacy routines fall off the calendar are directly correlated with less productivity.

18. Level of effort vs. level of impact

- a. Measure everything (personal and professional) by how much time/resources/energy it will take against how much impact it will have on your goals.
- b. This framework helped me say no to many things in 2021 so I could move my goals forward.

19. Know your limits.

- a. Know your limits change.
- b. Back to school almost broke me this year (so much change from homeschool) and I had to acknowledge my limits were reduced drastically until I recalibrated to a new routine.

20. Rock beats scissors. Empathy beats jealousy.

- a. When someone attacks you for any of your life choices, spend a moment thinking about their inner world. Why does your life affect them so much?
- b. When you get curious, you respond with grace over anger.