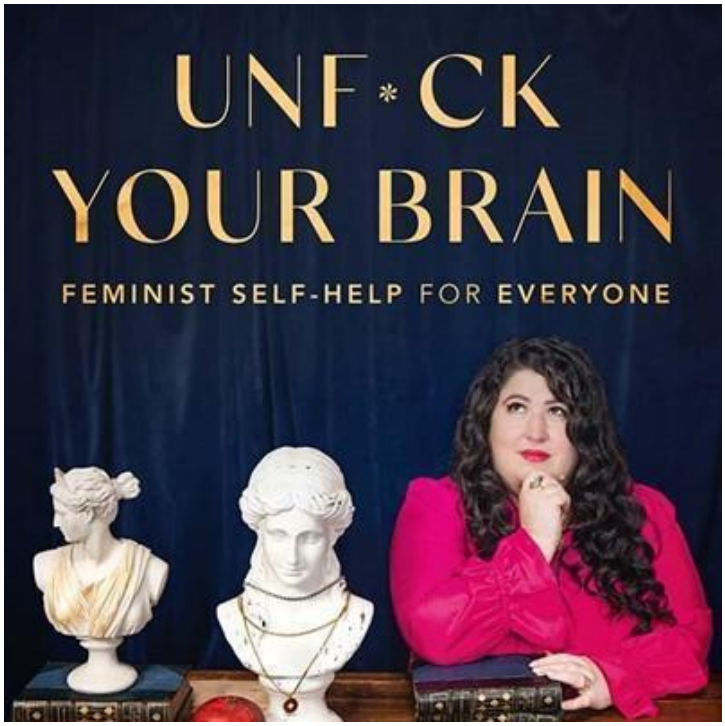
UFYB 545: Embrace Being the Villain with Keltie Knight



Full Episode Transcript

With Your Host

Kara Loewentheil

UnF*ck Your Brain with Kara Loewentheil

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Welcome to *UnF*ck Your Brain*. I'm your host, Kara Loewentheil, Master Certified Coach and founder of The School of New Feminist Thought. I'm here to help you turn down your anxiety, turn up your confidence, and create a life on your own terms, one that you're truly excited to live. Let's go.

Kara: Alright, my friends. I am here with one of the most fabulous women I know, and I mean that quite literally. You've seen her on TV probably looking fabulous, but she has a fabulous brain also. This is my friend, Keltie Knight. And Keltie, will you tell us who you are and brag about yourself?

Keltie: Well, know, I know that you have a lot of women on here that have a hard time bragging. It's actually my favorite thing to do. It's the only thing I'm good at because I'm so delusional and my mom made me delusional. So I've gotten so good at bragging. So let me just brag.

Kara: Yes.

Keltie: I have fifteen years of television. I have been on Entertainment Tonight, The Insider. I'm now the host of Eze live from the red carpet, hosted E News. I have three Emmy awards, a New York time bestseller. I lost a People's Choice Award for best podcast, and I have a podcast, *LadyGang*. We just hit over 300,000,000 downloads. We've been around for ten years, And we had a clothing line, and I was a Radio City Rockette. And I have done…

Kara: Wait, what?

Keltie: I have done everything under the sun to try to get approval and fill the void in me from being unpopular as a child, and I am still climbing that mountain. Thank you for having me.

Kara: I feel like I don't even know where to start. First of all, 300,000,000 downloads is insane. It's rare that I meet someone who makes me feel like my podcast downloads are small. That is wild.

Keltie: But it's two episodes a week.

Kara: No. No.

Keltie: Don't discount. Okay. You're right.

Kara: You have 300,000,000 downloads. That's crazy.

Keltie: You know what? And I do think some of those downloads... No. I'm not discounting. But I do think they came when it was just as long as someone pressed play, it counted as a download.

Kara: Okay. But so did mine. So did everybody's. And you have a new book coming out which I'm sure we're gonna get to, called *The Fuck Them Theory.*

Keltie: Yes. Self help for people who are done being the bigger person.

Kara: I love it so much. And that's coming out November 24. So we're gonna talk about it. I also feel like we need to talk about you being a Rockette. But we were having, we're gonna, like, go... Well, there's no script, so it's not off script. But we have all these lovely questions prepared. But you and I were just having a conversation that I kind of wanna have for everyone because I think so many people fantasize that, like, one big break is gonna save them.

I actually was just teaching a new workshop called the One Big Ask workshop yesterday that's, like, helping women figure out what's the one big ask that would move their lives. And it was wild to me because I think I'm so steeped in, like, I have to make my own luck, that I didn't think about this and I didn't prepare for it. So then I asked people, okay, so what is the, like, one big change? You know? And people were like, winning the lottery.

It was like... Or like, somebody just like my... I had great aunt, I didn't know, dies and leaves me a castle. You know? And I was like, oh, oh my god. I'm so far out of that mindset. It didn't occur to me that I needed to preface this

with, like, a thing you can actually impact. Right? And we were just talking about how, especially when you start maybe in this business, you fantasize about your one big break, whether it's TV or podcasting yourself up. It's like, well, if I was on Oprah…

Keltie: Yeah.

Kara: If I was like... If this person took me under their wing, if I got this media opportunity. So... But we know that's not how it works. I'd love to kinda hear your experience and thoughts about that.

Keltie: There's definitely... I get it a lot from people who see what I do, and they say, oh, well, if I had a great agent like you or a great manager, if I just had someone come and shepherd my career, then I would have the same thing. And I feel like I'm very much... I think we're the same in the make your own luck. But it really is like you have to sprinkle almost like the wildflower seeds and not plant like a rose bush.

Like, I don't know. It's like, I just kind of have been like, here I am a little bit everywhere. And then you're just hoping that like one of those things sprouts. And I read a book from Steve Harvey like a zillion years ago, not that he's like who I go through to as my guru.

Kara: I love if you were, if you were like, I asked Steve Harvey everything.

Keltie: You know, I go at like the bible of Steve Harvey. But he says something like, you gotta have 15 jobs at all times in entertainment so that when you get fired from one, you don't notice. And I sort of live that life where I think you're right. There is a big ask, and it is important to get focused on what those are. But maybe it's like one ask every six months.

And because you have to, like, move on. If you get a yes or no, you gotta move on. But I think, like, I've had friends be on the cover of People magazine. I've had the friends be on Oprah. We were just talking about our experience on TV, and I'm out doing press for my book right now.

And, you know, you'll do a podcast where you're like, oh, I don't think this is gonna move the needle. And then you'll sell 20 copies of the book, and you're like, woah. And then you'll go on a big TV show, and you'll think, oh, this is gonna change my life. Everyone's gonna see me. I just did the Today show.

I was like, everyone's gonna see me, and they're gonna fall in love with me. And it was like, cricket, cricket, cricket. I was like, am I annoying? Like... And then you start self doubting because you keep putting yourself out there, and you're not getting that return. So I need to take this course from you.

Kara: Yeah. I definitely don't think there's only one big ask. It's just getting into that practice of actually asking. But I love that, the wildflower analogy. Because this is something I teach often with entrepreneurs. Right? Because beginning entrepreneurs, especially the kind of women who follow me and wanna become coaches or other kinds of entrepreneurs, they're so perfectionistic. Right? So it's like... And then they get paralyzed.

Like, well, but I don't know exactly what the right thing is to do to move the needle. I don't know, should I be working on my funnel? Should I be posting... You know? And there's this desire for it to be like a machine. I put in the right input. I get out the right output. I'm And constantly saying to them, like, no. I don't... I'm gonna steal that wildflower analogy. I've been saying it's like a garden, but it's like, you gotta plant a bunch of seeds. Right? And then see what grows. You just have to keep the faith that if you plant seeds and you water, something's gonna grow.

Keltie: A 100%. Like, at... I think that's why, like, I had the podcast, and that's been, like, a great backup thing because when all... My TV jobs, I would sell a big show. I sold this show to CBS a bunch of years ago. It was a primetime entertainment show. And I was like, oh, no. This is it. And I literally went around. I was like, I'm gonna be the next run Seacrest.

Like, this is my big great idea. I put all my money, all my energy. Meanwhile, I had my, like, baby E job and my podcast on the back burner. And I was like, put everything into this. We had eight episodes and got canceled.

And it was like, if I hadn't had those other irons in the fire, I would have been even... I was already devastated, but I would have been more devastated. And I do think that I'm a messy perfectionist by trade, but I think what's gotten me through is that I'm able to just put stuff out even and get over the need for it to be absolutely 100% perfect. Sometimes it drives me crazy because I wanna just blow it all up, start my Instagram again, be like, I have a beautiful... Everything's beautiful.

Kara: It's aesthetic. It's perfect.

Keltie: And I'm kinda like, but it does really serve us, I think, to just kinda go for it and see, oh, I'm getting like a lot of people, a lot of heat here. People are sort of finding me because of this thing. I'll tell you a big regret I have actually, like this is a lesson. The reason I wrote *The F Them Theory* was because I had put out a TikTok. I was pissed off and I hated *The Let Them Theory*. And I was like, I'm gonna write a book.

I literally put out a TikTok being like, I'm gonna write a book called *The F Theory*, which is about using like rage and pettiness to get what you want. And I just did it as a joke, and it went completely viral. I was really getting a thing on TikTok, and then I got distracted, and I stopped following that way. And then when I was like, done with the book, I want to get back in and be like, remember me, the f them girl? And everyone was like, who? So I think it's important that when something starts lighting to like actually follow-up on it. That's my big regret of the year.

Kara: I think it's gonna relight once you get the book out. Especially if you go around, like, yelling about *The Let Them Theory*, because that's such good SEO. No. I... No. It's fine. I have my own thoughts. But I also think part of what you're saying that I love for people who are entrepreneurial,

not necessarily an entrepreneur, if you're in entertainment, if you're a musician, any career where you have to, like, figure it out, one of the reasons that perfectionism is so counterproductive is you don't always know what's gonna hit.

Right? You can't, like, audience test it in your own brain. Like, it has to get out there in the world, and you have to see how people interact with it. And when people look at someone successfully, they look at you or they look... Like, say, look at you and they're like, well, obviously, she had these great ideas. They look at me and they're like, well, of course, that offer sold. And I'm like, right. You're not remembering the 12 flops where I tried to sell these other things that nobody wanted. Right? You didn't even notice those.

Keltie: Right. You let them go. There's an example I give in the book of, like, the Kardashian curse, which is every time something flops for me, Chris... My husband will look at me and be like, but the Kardashians had a credit card. And I'm like... And, you know, Kris Jenner, for all of her, like, brilliance, you know, if you think about it, the Kardashians have had way more failed businesses than they have had Skims. Like, way more. There was the self tanner. There was the... Do you remember when Kylie and Kendall were writing science fiction books?

Kara: I don't remember any of this because I barely know the Kardashians. Okay. But I believe in the premise.

Keltie: Yes. Like, I mean, they've had so many things absolutely fail. But what happens is they fail and say, there's a whisper. And they just, look over here. This is happening. Right. And it's so crazy. I think about it a lot in, like, the entertainment world. Look at the movie Wicked. I know... You know Wicked.

Kara: Yes. I've heard of Wicked.

Keltie: So think about... This was two movies over the course of four years. I alone went to four different press junkets and red carpets to promote this movie just for my outlet. Around the world, the amount... Sheer amount volume of interviews that these two women did to promote this movie, like in the thousands. What do we remember? The one interview where she's holding the finger. Like, that... You don't remember it, but you remember it out there. She's holding the nail. Ariana's getting asked a question. She's holding Cynthia. It went viral. It was everywhere.

And the woman was like, are you holding space? And they're like, we're holding space. That became the viral thing. But like out of 3,000 press interviews, one sold the movie. And so you just have to like remember, if the biggest most powerful superstars in the world are casting a very wide net, you have to too, I think.

Kara: Yeah. It's a fantasy that you're gonna get to a stage where you like don't have to work, and don't have to fail, and don't have to like try a million things.

Keltie: No. I... And I mean, even like, I just got... Speaking of Let Them, I just got in the mail. I don't know how I got on her PR list. She's gonna take me off when she reads my book. But I got on the Mel Robbins PR list, and she was sending me like an energy drink, like protein energy and I was like, even... It's not enough for you. You're selling 50,000 copies of your book a week, and you're still like, I better start selling something else. Like, if she's not satisfied, then we're all screwed.

Kara: I think we can embrace that. So I have a podcast called, like, The Human Void. And it's just all about, if you just stop thinking you're supposed to be satisfied, then it's just not as stressful that you're not. Right? Like, that's because that's the thing that drives you and makes you keep going. So let's talk about *The Fuck Them Theory*. I do wanna talk about your book. So you described swapping it's fine for fuck this, which I love. Because I'm talking a lot these days about teaching women to speak

up more and not just constantly be like, it's fine. I'm fine. No problem. So tell me about that. Like, what led you to think, oh, I need to shift this, and what's the difference been?

Keltie: So I am, you know, a people pleaser, need to be liked by everyone by nature. And I got to a place last year where I, in my business, with my podcast, we were... We'd made this festival and we were very overextended on it. E News was getting canceled. My brother was sick. There was just like a lot of personal pressure. And I did the thing you're not supposed to do, which was like, I just ate it. I'm fine. I'm fine. I'm fine.

It's fine. Yes. I'll get back to you. Yes. I'll get back to you. And then I just started eating like a lot of prescription medicine. So I was taking like a lot of Xanax, a lot of Ativan, stuff to sleep, muscle relax... Like, I just went, I look, and I was drinking on it, puking on my shoes. Like, it was just kind of like a very messy fall. And when I sort of woke up from that and I was like, well, how did I... I wasn't mad at myself. I was actually kinda soft to myself. I was like, how did we get here? And when I started unpacking, then instead of saying to my business partners, hey, I'm really burnt out and I'm holding so much of this. This is gonna be an uncomfortable conversation for us, but we need to have it.

Instead of going to my bosses and saying, hey, what's this next contract gonna look like? I can't sleep because I'm worried about how I'm gonna pay my mortgage. Like, instead of having those hard conversations, I just wanted everyone to like me, so I never spoke up. So the birth of *The Fuck Them Theory* was like, well, what if instead of trying to be such a good girl, I did all the things that we're told are bad? Asked for what I wanted, demanded what I was worth, was loud, you know, was confident.

Like, all the things we're told we're not supposed to do. And so that's really what the book is about. And it's based on what I've seen in the fabulous people of Hollywood for the past twenty years. Does Julia Roberts have a publicist that's on her shoulder walking ahead of her saying, it's Julia

Roberts, you know, she just nominated for the Oscar and has a, you know, come behind box office, blah blah blah. Like, you don't maybe have that person, but what if you were that person for yourself?

I had something happen at work, and I think this is, like, relatable for your girl. I was the chief correspondent at E News. And for that job, when the lead host was out, I was to fill in. I was next in line. Right? Like, that's just kind of the way it goes. I got to work, and they're like, you're gonna do Monday, Tuesday, and this other girl's gonna do Thursday, Friday. And I'm like, what? No. Like, I've worked my whole life to be the main anchor.

I wanna fill in when I can. And I was pissed. I was pissed. I was fuming. I'm complaining. I'm texting my husband. What the fuck? Blah blah blah. And then I was like, no. What would like new Keltie do? Well, instead of like sitting, let them let them see how much better I was on Tuesday and make their own decision about who's gonna... No. I walked up to the 7th Floor. I went into my boss's office and I said, hey, I'm confused here. Contractually, it's supposed to be me.

I'm only in two days. What's up? And he goes to me, oh, I thought you'd be tired. So the point being is that, like, I would have been sitting there stewing for months being... Thinking I was overlooked, thinking they didn't like me, thinking I wasn't good enough, all these things. It was just a communication error. I said, no, I want to be tired. Put me in a coach. You know? But it's like the courage it took for me, even after winning Emmys, to get up in my boss's face and demand what I wanted is so scary. And so this book is really about harnessing and a little bit of revenge and a little bit of pettiness and a tiny bit of spite.

Kara: Just soup saw of pettiness.

Keltie: Just a little, oh, little stew of spite. But yeah, like going after it and being loud about it. I think we have a very similar ethos in that way.

Kara: Yeah. I'd love to hear what, like, on this podcast, we talk a lot about, like, what are the actual cognitive changes you have to make to be able to do that? Because I think so many people hear the advice that they're supposed to be more confident or know what they're worth, but they emotionally are still freezing. Right? And so one of the things you mentioned, thinking of like...

You're thinking of this alternate version of you, like the fuck them Keltie, which I think our version of that is like your future self. It's like the person you want to be, how would they handle it? How does the $10,000,000 CEO handle this problem at work? How does the woman in a wonderful marriage handle this problem with her boyfriend before she gets there? Whatever.

But I'm curious, like, what thought did... When you were about to stew, and you're like, okay, I'm gonna go in that office, and old you would've been like, oh my god, they're gonna be mad. I shouldn't do that. Like, what do you think you were thinking that got you to feel like you could do that without just running in there and, like, crying or yelling?

Keltie: I know. The crying is, like, so real. It's just…

Kara: And it's okay. I don't mean crying is bad.

Keltie: No. Well, I think in the book, at the end of every chapter, like, I kind of have, like, an... Fuck gossip. Fuck... Like, like, the impostor series. I have like all these workbooks. I'm a big like writer and I know you are too. So I do all these exercises. And so some of it is like just going back to like, you know, writing down the, you know, three things that I've done in the past six months that are, like, really impressive that I could bring up in a... I think sometimes for me having a script of, like, rehearsing in the mirror, having a script, having bullet points of the things that I could bring as proof that I deserve. Like, I'm almost like a research and report kind of girl.

And I think that sometimes that's really important because we assume... Because we have a LinkedIn that everyone's seeing and we have social

media. We're assuming that everyone's seeing what we bring to the table. But I think preparing that and having it... You know, I do woo woo stuff too of like, you know, you post its on your mirror and stuff like that. But I do think there's like something about having your Instagram bio and your LinkedIn bio and your little self have that, like, PR spin of, like, what would my publicist say about me to these people? And I carry that with me for sure.

Kara: I love that because there's actually a... I forgot the name of it, but there's sort of a technique you can use where you almost split yourself in that way of, like, like, not into multiple personalities. But that's sort of like, you know... Like, for instance, I often have clients who are having trouble making a decision in their business. Like, maybe they need to fire a contractor.

Right? And, like, the personal side of them is like, oh my god. She's gonna be mad. She's gonna be upset. And what if she's not gonna able to pay her rent? And I feel so... Right, blah blah blah. Which, like, compassion is wonderful. But if it's not working out, it's not working out for both of you. Right? You have to make a decision. But then if they're able to be like, okay, if I were the CEO of this business, which I am, and I had to, like, report to a board about how I was performing my role, what would I be doing? Right? The same like, you're your own manager.

Keltie: Right. Like, Keltie is, like, soft and she wants to hug everyone and, like, has, like, some stuffies in her closet in the back and, like, likes to read Nancy Drew books. But, like, Keltie Knight is a bitch. And, like, sometimes, Keltie Knight has to come to work, you know? Right. Keltie Knight, what I've had to do and the amount that I've had to be so ruthless in my life and career to get where I am.

And that's also what this book is about. Like, I don't think we share that as women. Like, even if you watch, like, Emma Greed or these people that have, like, said something that is just a bit cunty about how they run their

lives. And people are like, woah. Like, this is shocking. But the truth is, like, everyone in Hollywood... And I just use Hollywood as an example, but like, everyone in Hollywood, aka business, all these top sexy founders and all these top CEOs that you see and you're like, oh my god, and look, she's with her kids on the weekend. Like, they all either have a super ruthless side to them or they have people that are ruthless on their behalf. So like, the celebrity is never gonna be like, oh my, Keltie, I really hated that interview and I think you're a bitch. And you better take that off the internet.

But they better believe that their publicist is gonna come by after and be like, you're dead to us. You know what I mean? And so I do think like, what you're teaching and that part of it is so hard. I think it's the hardest thing to learn where I've had to get rid of glam people or assistants or people or just the courage to know that you're walking out of a room and not everyone is gonna say something nice about you when you leave sucks. My confidant and lawyer, Carolyn, she always says, now I don't appreciate that there's horses in Central Park.

I would be ready for them to go. But she says, you gotta be like a horse in Central Park. You have to put your blinders on. And you literally have to just look forward for what you want and not worry about the shit around you. And not get distracted by the noise and the taxis and everyone trying to be your friend and all this stuff. Like, really? And if you are unable to just be so laser focused and be that girl, you won't ever get the success you want. Unfortunately. Like, it is not RuPaul's best friend's race. I know you're not a RuPaul girl, but, like, that's what he says.

Kara: Poor Keltie's like, this girl knows no pop culture.

Keltie: You know no pop culture.

Kara: How am I supposed to communicate with this person?

Keltie: You're not speaking drag race.

Kara: I still get it.

Keltie: But like RuPaul always says on his competition show to be the number one best drag queen. This is not RuPaul's best friend race. This is RuPaul's drag race. Like, this is not, I wanna build a business and have everyone like me race. These people are coming to you and they're investing in themselves and their businesses or whatever because they want the financial freedom and the freedom of their life and they wanna be the best. And like, with that comes a little bit of like, people are gonna hate you and think you're a dick.

Wait, do they not? Do you teach people to let do it when they... They're unliked?

Kara: Do I teach people that everyone can like them? No. Okay. I didn't think so. Yeah. You can't control other people's thoughts. Right? I mean, you can't look at any, like, piece of great art. There's people who hate it and people who like it. Right? Look at... I mean, think about the fact that people get divorced and remarried. Like, obviously, what one person can't cope with, another person thinks is an amazing find.

Keltie: Oh. Yeah, you're right.

Kara: I mean, it's all our own thoughts. No, for sure, you... Not everybody can like you. But I think there... It even goes beyond that. You can't live in our world without doing some harm. Like, one of the ways I see, like, women get really tied up is... And not just... I mean, I'm using a lot of, like, entrepreneur examples just because I think there's sort of an overlap for us. But even outside of that, there's just the, like, moral perfectionism that women have as if you can go through the world without doing harm.

But, like, listen, if you're watching this right now, that computer was not made with fair wage labor in a thriving democracy. Right? Like, that's... We are all complicit. That doesn't mean we should just be like, fuck it. I stab everyone around me to get what I want. Right? Like, we can still try to operate within our values. But I think that women hold themselves back because they have such, like, moral guilt and shame responses if they ever

think they've done any harm. And it's a fantasy that you can get through life without doing harm, especially if you wanna have a big life.

Like, this is something I'm often saying to, like, coaches. Right? If you... I, for sure, have coached people in ways that I'm sure they didn't like or found potentially harmful. Or people have listened to a podcast episode and felt a way about it, or thought they were implementing what I was teaching and it didn't work out, whatever. I'm sure that's happened. And if I had just... You know, it's sort of like... It's almost utilitarian. It's like, okay.

If I can help a thousand people, but 10 people are gonna have a bad experience, I'm willing to do that. Right? Because I... The 990 plus in the column is worth it to me. But that moral perfectionism is like, oh, no. If I'm gonna hurt anyone, I just won't do anything.

Keltie: Well, we're also given these, like, terribly wonderful, adventurous, not realistic examples. Like, if you think about in my business, like, the people that are, like, you know, really crushing it, you're like, it's Oprah. And then you're like, but she's so good. Like, she's such a good girl. Like, look at her. She's, like, giving back or, you know, and then on the flip side, you're like, well then you're Ellen who's like really popular and has a top rated show, but like you're not allowed to make eye contact with her in the hallway. What a bitch.

And you're just like, maybe Ellen's social battery was empty. And she like made that rule because you're on a TV show and you have 15 people touching you all day and they're touching you and you're just like, you get exhausted and you wanted to save your social and... Like, Tamron Hall, when you go on her show and you've been on. Like, she doesn't meet you before. She's not kikiing because she's like in her dressing room holding her social battery in so that she can give the most

Kara: I just drove here. One the reasons I love Megan, my hair and makeup artist, is that she's fine driving in the car with me Right. Not speaking to her at all.

Keltie: But it's like, if that got out into the world, you'd be like, she's such a bitch. She didn't ask me about my kids. Like what a... You know, and so then... And then we have Martha Stewart who's like, she's like, gonna make you a cornucopia of fresh pasta and flowers, but like she's so nice and everything's like tied up in a bow. It's like the way we hated Meghan Markle when she was like, this family is fucked up. Like, and they were like, how dare she go and she's... You know, it's like, we want everyone to be really good and really... Women, especially.

Kara: Yes, women.

Keltie: To be really good and really successful and do it nicely.

Kara: Yeah. Not men at all. If they're too nice, then they're pushover. They're not masculine. Nobody wants to be great.

Keltie: A pussy! And so it's such a strange thing. And the amount of women that I see they're okay with kind of being the villain in their own story is so small. And I'm like, let's go. I mean, I'm in devil ears on the cover of this book. I'm like, let's go. It's fine. Come to the dark side. We're rich. We're successful. We're happy. We don't think about it. Like, you gotta turn that part of your brain off. It's hard.

Kara: Yeah. I think there's a way, I guess... I think this is maybe softening the message. But I guess I think it... I think it's true and important, which is that there's a difference between, can you show up in a way that is aligned with your own values? And how do other people perceive you? Right? Like, because a of what we're talking about is like, I don't think you're recommending like, yes, you should, you know, trick your best friend into giving her... Giving you her life's work and then cut her out. Right?

Like, we're not talking about anything like that. It's like that that because of, especially gender socialization, women who do march to the beat of their own drum, who do prioritize their own, like, need to not have to make eye contact after a long day or whatever, get judged. Right? And so it's how

can you learn to care more about what you think, and if you are operating in way that's alignment with your values, even if other people are, like, inevitably going to have opinions about it.

Keltie: Yes. So the example that I would, like, use from the book is if someone does something to you at work, or someone disappoints you and you're like, I want to get revenge. You can either like go and like really get revenge. Like go on their Yelp and write a negative review and like go on the snark page at Reddit and like write something really mean. Or you can be like, let me go to their Instagram and page and oh my god, I see this viral reel they made for their business and it's so good and I think I could improve it 10%.

Let me take something that they're doing that is making me jealous or making me pissed off, and then do it even better than they're doing it. Like, I think it's it's like watching and stealing. So you're not like gonna murder them, but you're gonna like get the plan that they had for murder and take it to your own way. You know what I mean?

Like for instance, I sent Andy Cohen a big bag of gummy dicks as revenge. And I talk about this in the book. So Andy Cohen, I was a baby reporter on the Grammys. And I was doing a Grammy live show on CBS. It was a big deal for me. It was actually my birthday. How dare you, Andy? And I get off my red carpet, and I get all these notifications. All my friends are texting me, oh my god, Andy mentioned you. Andy mentioned you. And I was like, I have been seen by the king Andy Cohen. Like, ugh. And then I go on Instagram and he's trolling me. He's literally like, who is this host? She's terrible. So in my thoughts…

Kara: How dare he?

Keltie: Yeah. So in my thoughts, I was like, f this guy. I'm gonna call him out and make him feel really, really dumb. But then I was like, wait, I could use this hate to my advantage and like turn it around and make it a moment. So I found his assistant through a friend of a friend. I had a TV

show at the time. And we sent him a big bag of gummy dicks. And it just said, Andy, eat a dick. And I had their assistant film it because I was like, no, I'm gonna make this into content that benefits me. And we filmed it and he goes, well, I love dick, so this really isn't that offensive.

And I was like, yeah, you're right. You got me there. But like, what could have been this like really mean horrible thing, I was like, let me use this to my advantage. So it's like getting the rage, getting the people that you hate, you're like, okay, well, how can I either? It's not about I want you to like me, but it's like, how can I turn this thing that's not working into something that works for me and gets me further along on what I'm trying to do?

Kara: Yeah. I think that works for just failures that aren't even spite. Yesterday, we did a new workshop, and Zoom disconnected our account five minutes before we had 3,000 people registered for a webinar. It was wonderful. I loved it. 10 out of 10 recommend. By the time we got it going, like, you know, normally, you'll have 25, 30% of people show up who register. We had 10 because I'm sure a lot of people try and couldn't get up.

Keltie: Yeah.

Kara: But the point is, I could either be like, oh my god, woe is me. I spent so much time on this, and now it's a disaster. And then, like, I fall apart, then my team falls apart, and then everybody has a mental breakdown. Or I could be like, cool. I'm gonna give it again on Friday. We're gonna use this as an opportunity to extend this bonus discount.

I'm gonna make it better on Friday based on what happened today. Like, it's just... It happens. I'm not a person who usually says like, oh, it happens for you. You know? Because I don't think there's like, the universe doesn't have intent in my world. It's not happening for you. But whatever happens, you can choose what to make out of it.

Keltie: Exactly. It's like if you have a bad drop, a bad boyfriend, a bad hair day, a bad job, a bad boss, like, you can sit in that. And this is a thing that we have to remember because we're like super high functioning individuals that are like, yeah, we turn corners. Like, there are people that are stuck in that. There are people that would sit and have their own businesses that would do what you did and are like, oh, I only got 10% of my person.

And they would sit for six months paralyzed by that failure. They would sit back in this bad relationship or this bad job and just sit there for years and just be like, I just feel stuck. I just really hate my life and never make a move. And it's like, my god, just make a move. Okay. So you don't have to be at our level, which is making 15 moves at every moment.

Kara: Like psychotically moving unable to stop.

Keltie: Like literally planning world domination five minutes after something horrible happens. Like, we are resilient queens. Put the crown on. But if you're just a resilient princess, like, my god, have the courage to make that next move out of whatever it is. I have a friend who's been sitting in a bad marriage for ten years.

Kara: Yeah. We all have that friend where you like...

Keltie: And you're just like, I just don't even... Like, how are you just... This is like 17 Christmases have passed, you're just still miserable.

Kara: They need the podcast.

Keltie: Please God have the courage to like, just do something. Do something.

Kara: Yeah. I think it's so... I mean, yeah. We can have a whole other question about a whole other conversation about why people get stuck. But I think that that the… One of the things we've been talking about is a willingness to try a thing, make mistakes, see what happens, pivot, adjust. And that the more you do that, the easier it gets.

Keltie: You get so used to failure. I'm so good. I have a whole section in the book called The Failure Files where it's just like, just literally write out your failures like as if it's your resume. Because we're all... I'm better at being like, and then I won the Emmys. And then, well, guys, guess what? I've been nominated for 12 Emmys. So I've sat at that award and had someone else win nine times. Right.

Kara: Right. More times than you've won, but you still won.

Keltie: But like, I only talk about the wins. Right. You know what I mean? I've been on the worst dressed list a thousand times. I had one best dress Met Gala, and I looked incredible. And I'm gonna celebrate that. I'm gonna bring it up every May when it's Met Gala season and be like, remember this dress? I'm not posting the 47. But if I did post it, it might be relatable content, so maybe I should think about that.

But like, I'm just saying that it's great to fail. Learn so much from the failure. Isn't it so fun to have your Zoom not work? And then you're like, oh, you know what? The next time, I'm gonna make sure that my team is on three hours in advance. You know, it's like whatever that is, you just learn.

Kara: Yeah. Totally. So everybody needs to read your book. And I wanna just one thing, because I think women are so socializing to the people pleasing and the niceness, that I wanna tell you all that even if you do everything Keltie says, you're only gonna end up as, like, mean, as like a nice man, basically.

Keltie: 100%.

Kara: Like women are so worried that if they, like, do any... You know, if they ever tell the truth about how they feel, or if they ever care about their own interests, it's like a one... It's like they're on the express train to narcissistic sociopath.

Keltie: Yes. If they care at all about themselves. But like, it's good over here, guys.

Kara: But you're not even over there is my point. I mean,

Keltie: I'm a little. I'm close. I'm closer than you. I'm pretty close.

Kara: I don't... I think that like women are so afraid of that, and they overcorrect so far. And that it... Like, trying your best to be a narcissistic sociopath, if you're a normally socialized woman, will bring you up to, like, an average dude.

Keltie: An average dude. The truth is is that the the thing that makes me happiest and safest, and I can say this because of your girl, is money and success. Like, I know that I'm supposed to be like, oh, I'm so happy to be loved and I'm happy that I have a great family and I saw the sunrise. But like, there is so much safety in creating your lane and making money. Like, at at the end of this all.

And so you have to have the courage to do whatever it takes to get to that place where you're wrapped in. If your pet gets sick, if your family member gets sick, if I had to give up three months of my life last year and go move to Canada to take care of my sick brother. Like, what did that look like? If I had been living paycheck to paycheck, that would have been a way different experience for me. So I think what you do and the work you do about creating your own world and moving people into their own success is the most important thing.

Like, and if you have to be a little bit of a dick to get there, you're still... Again, I agree. You're never gonna be the asshole in the Elf movie, if you don't know that either. But like, there's a really mean guy at the top of the Elf movie. He's mean about Christmas.

Kara: Listen, I didn't I didn't have a TV growing up. What do you want from me? But I think... so I think our version here on this podcast would be, I think it's the relationship with yourself and the trust that you can take care of yourself that matters even more than, like, what's in your bank account or whatever else. But I think that those things are related because when

you are people pleasing, over accommodating, swallowing your words all the time, you don't trust that you can take care of yourself because you're not taking care of yourself. You're taking care of everybody else. So you don't have any faith in your ability to figure things out, get things done, or take care of yourself because you haven't demonstrated that. Right? You haven't really proven that to yourself.

I coach so many people who feel totally insecure with a huge amount of money in the bank. Right? It's like your thinking that really matters. But I think that I think that people conflate those sometimes because being somebody who knows they can make money, get success, take care of themselves, gives you that internal confidence. And it's really that that's making you feel safe because you know that you're scrappy. So you know if it all went away tomorrow.

Keltie: I can build it again.

Kara: Exactly. That's what really makes people feel confident. That's why some people can react to failure immediately with a like, okay, what am I gonna do? And I think it completely ties into what you're talking about because you have to have a little bit of that fuck them energy, especially if you're socialized as a woman, to even get to the place of taking your own needs into account equally to other people. And that's what comes…

Keltie: Why are up we on last on the list? I'm literally... Why are we number two out of 10? We should at least be close to the top. Yeah. Like, fine, if you're gonna put your kids first, I get it. But like, you know, like at least I just think it's just a very strange thing, this let them idea of like, let them underestimate me. No. Like, I actually won't. I'm good. I'm going to make sure you know I will not be underestimated.

Kara: Alright. Go out and buy the book. It is out everywhere, and we know that Keltie doesn't believe in emotional self sufficiency. She needs this book to be a bestseller.

Keltie: I need a place on the list and a gold star next to my name, or else it will be a complete failure, and I'll have to start again, in which I will. But I don't want to. Thank you for having me.

Kara: Thanks for coming on.