

TRANSCRIPT:

Ep 066: Raena Boston on Growing an Online Community While Working Full Time, Finding Your Identity Again, and Asking for What You Need

Intro Clip, Raena Boston: I think that it begins with just reminding yourself that you're worthy of it, you're worthy, you absolutely are worthy, at the very least have a place to pump. You are worthy of having a more flexible schedule to accommodate the fact that you are a parent, you have things as you said you're an asset. So the things that you might have to accommodate for does not diminish the value of the product that you provide. So really owning that and understanding that and believing it for yourself, I think helps you to be a better advocate for yourself.

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I'm so excited to introduce you to today's guest today we have Raena from the Working Momtras. Raena is an HR professional by day and by night she runs an incredible online community at Working Momtras where she discusses all things motherhood, marriage careers, and parenting. She is the mom of two boys Axel and Asher, aka the tiny tenants. And today, I wanted to bring her on the show to talk about how we can really survive and thrive as working moms, especially during the COVID season that we're all in right now. So right now, welcome to the show.

Raena Boston: Thank you so much for having me. It is an honor to be here.

Shannan Monson: I'm very, very excited. I would love to hear as someone who is a working professional, not an entrepreneur in your nine to five. Why did you decide to start this Instagram community? Where did the idea come from? And what's that process been like?

Raena Boston: Sure. So when I turned 31, I felt like I was on the verge or in the middle of a spiritual awakening. And I love to write and I just started to write my way through it. So I had something called the chapter 31 project. And when I turned 32, I wasn't sure what I was going to do, how it was going to evolve. And I heard something, say the Working Momtras. And I wanted to work with working moms or just share encouragement for working moms. And by the way all moms work.

Shannan: Amen

Raena Boston: Yes. Just working moms that encouragement, we need it. We absolutely need it. And so that's how it was born.

Shannan Monson: I want to back up a little bit because it sounds like you wrote for a long time before you started sharing and inviting other people in was it was it private for that year, that 31 year chapter 31 project? And then you decided, Okay, I really want to reach out and help more people or what was that process like?

Raena Boston: So I should back up a little bit. So I actually went to school for journalism as a way that Yeah, I graduated in a really crappy time for a journalist, I was going to move to New York City and write for vibe magazine, and it folded and more magazines were folding. So I was like, Okay, well, I got a pivot. And I was working in higher ed and I did some freelance journalism on the side. So I always loved to write, but I kind of put that in a box. Once I stopped freelancing and just decided I wanted one job, I just continued to work in recruiting and HR. And I just came back to it, I just felt something coming, telling me to come back to it. So the Chapter 31 project was a public Instagram, but it was just my friends and family and some other people that found me somehow. And then I just decided it was Martin Luther King Day of last year. I just knew like it was the time I knew I wanted to do something different. And I decided on the working mom tras and it's just been growing from there. So it's been a little bit over a year.

Shannan Monson: I love that story. Because I think there's it's so often that we do put our jobs quote unquote, in a box, right? And then there's this passion or something that we're excited about, but it doesn't really fit into the job that's paying you right now. And so sometimes it can be harder to find the time to make it happen and bring it to life. And I think that's so beautiful that you said okay, now's the time and I I read your writing on Instagram all the time. I'm a big fan of your work. It's a lot of time and dedication that goes into that. So why Working Momtras why was Did you feel just the need to support other working moms? Is there like a store is particular instance that you felt like you weren't supported or why why is this your passion?

Raena Boston: I think that moms in general and this goes back to something I read Untamed by Glennon Doyle, it's we're moms are taught to be selfless. So the absolute absence of yourself, you put your kids first you put your partner first you put a clean house first, and you're last. So it's no wonder that moms feel like they don't know who they are anymore. They don't know what their passions are. They don't know when it comes to self care. Okay, like, what is it that myself even once you don't know, because you're not in tune with yourself? Because you've been putting other people first and I just thought that we really need too. First of all, we're asking moms working moms throwing questions. How do you have it all? That's not the right question. How do you define all for yourself? How do you make space for the things that make you feel alive? How do you realize that you don't have to do at all? And what you should instead focus on is, what are your gifts? And how do you bring that to yourself? First? How do you give that to your family? Next? How do you give that to your career? And instead of trying to do it all just, what's your zone of genius? What are your gifts? How can you be in a position to give

those things out? And so instead of it being soul sucking, you're like actually feeling that life giving Miss of operating and your unique self and your unique gifts? And I just thought that, of course moms could benefit from this, of course, so why not?

Shannan Monson: I'm over here. Like it's taking everything in me to not pound on the table in agreement with you. I definitely think there's so much pressure to fit some standard that someone else created of what a perfect mother perfect, you know, career woman having it all. We talked about having all all the time. But what does that mean to you to have it all, you know, it doesn't necessarily mean being a high powered lawyer who also gets to see your kids, this looks so different for everybody and really figuring out what do I want? So I can build a life around that. So what would you say to that mom, that's in a position where, you know, those identity lines are blurred, maybe she's been at home for a long time and hasn't been focusing on her career and wants to get back into that. Or maybe her career isn't taking over. She's not feeling, quote unquote, balanced? What advice would you give to relate, look introspectively and create that identity again.

Raena Boston: I would say start with the things that you love, or you're enjoying. So for some mom, maybe you've been staying at home, and you realize that you really like planning stuff at your kids school, and you want to do more of that. And maybe it's at their school, maybe you want to branch out into something entrepreneurial, maybe you want to do events in the corporate space, whatever that might look like, I just think that you should start with the things that you're good at, and the things that make you feel alive, and say, How can I get more of that? How can I tap into that? What is it that I'm feeling? And even if it's the absence of if you're like, I don't want to feel this emotion, whatever it is, what is it that you want to feel instead? And how can you get that? What are some rituals that you can do to connect yourself to that, so like, it could even be, I want more, more attention. And maybe it's not your partner who needs to give you attention? It's you who needs to give you attention. So is that taking an hour on Saturdays to say, Hey, I'm taking an hour or two to run around with no kids. And I'm going to listen to the music that has all the bad words in it. But good time, and I'm going to just be by myself, you know, in a post COVID world, maybe it's going to a coffee shop and just like writing in your journal and just figuring out what who was I before all of this? What is it that I like? What is it that I enjoy? And how can I create more of that?

Shannan Monson: I love that question Who was I before all of this and a question I'm gonna add to that if it's if I may, I always ask myself who do I want to be after all of this and just finding myself that this is a period in time I'm not forever going to be always be a mom but I'm not forever going to be doing virtual school and making sure people eat lunches and things like that. I think that's a such good such a good question. And something that came up when for me when you're talking about that. I think sometimes it's hard for us to know what is our passion? What do I want to do? But I really like tugging on that other end of it. What do I not want to do? What is not bringing me joy? what's what's the thing that I want to remove from my life? That's, I think can be very illuminating as well. Okay, so you mentioned some like rituals and habits. Can you walk us through some of your favorite rituals and habits and routines to you know, feel this piece as a working mother?

Raena Boston: Sure. So I feel a little bit out of whack. I think everyone does because of COVID Miss Rona and that's okay.

Shannan Monson: Rona. My daughter has a since a mom's mom podcast, I never like leaned into the side of me. My daughter has a doll that she got in March that is named Katie Corona. I feel like this like whole season of life is Yeah, we can call her Rona.

Raena Boston: It's so like, how do I adapt to this time? Okay. I'm not going to the gym right now. But there are I live in Florida. This is the time of year where it's nice outside. It's not unbearably hot. I can go on a walk. And so this morning, I was thinking to myself, like, I can take a walk every morning, it doesn't have to be a grand 10,000 step in one go walk, it could just literally be, I'm giving myself 15 minutes before I start my workday to go around the block. Like I can just set a minimum effective dose or have minimum barrier to entry to get something done. That makes me feel good. So it could just be I want more movement. So instead of like, what do I want it like, and this is just kind of the flip side of what we were talking about earlier. Instead of, I want to lose 15 pounds. How about I want to do more movement, I want to do movement that brings me joy, I don't want to do movement that I think is going to help me lose the weight the fastest I want to do the movement that makes me feel connected to myself, that makes me feel appreciative of my body. That doesn't feel like punishment. more of that, yes, please. And so it could just be okay, I want more movement. I want to instead of I want to read 52 books this year, I want to read more. So how can I get creative to read, I could do audiobooks, I could and so while I'm working or washing dishes, or whatever the case may be, I can listen to that. Just instead of putting, I think it's so important to hold yourself accountable to goals. But also we're in a period of time where we need to show ourselves grace, that these are not normal times. And that this is not necessarily the time that we're going to be functioning optimally, because we're not in optimal conditions. So instead of doing nothing, what is the one thing I can do that's going to help move me in the direction of where I want to be, and it may not be perfect, but there is no such thing as perfection. And this is coming from a recovering perfectionist who's like, Oh, my gosh, if I work out, I've got to do X amount of days of lifting, and have to do X amount of times of cardio and I need to do or it's just not worth it.

Shannan Monson: I do want to repeat something you said we're not going to be performing optimally. Because we're not in optimal conditions. I think that like, Whoa, take take that in, we're holding ourselves to a standard that is impossible to like, it's an impossible, it's probably an impossible standard in normal times. But I feel like even more so we're holding ourselves to an impossible standard right now. And something I was thinking about, you're talking about this was this need to like produce, and achieve if we're not getting results, if there's not those 15 pounds gone, then what was even the point of exercise in that mentality, right? Losing 15 pounds isn't gonna make you any happier, ever. I don't know who needs to hear this. But that is never going to make you happier. But moving your body more getting more serotonin. But the movement in itself is going to bring joy to you. So I think something I've been working on is creating goals that are feelings focused instead of results focused. And I know you talked about

this with career, I think you've mentioned that a lot of times we expect our career trajectory to just be up. But what if it wasn't? Can you talk more about that?

Raena Boston: Yes. So I have a friend who actually was chatting with yesterday. And she was like, I just can't focus on getting a promotion, and zoom school, my kid and do this, like I'm hanging on by a thread? What if we just accepted that this is not the season for getting a promotion, that achieving is just making it through this time, mentally intact? I mean, to me, that's totally acceptable. Because a lot of people are not making it out of this time mentally intact. And we need to just lower the standards of these pre Corona expectations. And instead, where are we now? What is happening now? What is it that I can do now? and accepting that it's okay, that it looks a little bit different that we cannot necessarily be focused on promotion, promotion promotion or what's next, or sometimes it's just maintaining, and that's okay, that's like that's a period of rest that we're going to have to take right now. And we need all the reps that we can get in this moment of time. And it's just a seasons change. We don't know how long this COVID season is going to be if the end is insight. We don't know don't have an exact date. But we can be preparing for life after the roadshow. We can take this time instead of figuring out how what my trajectory lamenting the fact that my trajectory isn't up, up up. Or we can figure out like okay, what can I do while I'm in this space isn't the space for me to be learning a new skill instead? Is it the space for me to go on a flexible work arrangement and work 80% instead of 100%. So that I don't feel like I'm burning the candle at both ends. All of that's okay. It's just a season making a choice doesn't mean you're locked into not ever getting a promotion again, just because we're in the season.

Shannan Monson: I love that. And I would also like, question you okay, if you're wanting a promotion right now, and you're feeling disappointed about not getting it? Is there another means to that end? Like is the goal of the promotion, the 510 percent pay increase? Like, is there a way that maybe you could create that in a flexibility on a Saturday side hustle that actually brings you joy, and you can do with your kids? I think that, personally, I felt a lot of reevaluation of my goals. Right? Do I actually want the thing that I said that I wanted? Or, you know, is it okay to be content with the life you have, I think as high achieving women, I'm going to make some assumptions about us as listeners right now, as high achieving women, we're kind of built to want the next thing and more and more and more. And so what have you done to kind of talk yourself off that cliff and help yourself? Are there any particular like mantras you use or things like that, to help help you feel like I have enough and where I am is good enough?

Raena Boston: Hmm, let me think. I think that one thing that I lean on a lot is, it's safe for me to rest in unexpected outcomes. There could be something in this time that I don't even know that's coming for me, or something this time might be revealing, like, at least for me, it revealed how much the working mom trust means to me and how much we need encouragement more than ever. And if I'm here to just cheerlead and make, engage with my community on Instagram, like I've already achieved the thing. I'm already walking in that path, I don't even need to necessarily worry about where it's going, or how fast it's going, or how hard I can, I just need to show up for it. And so another thing is, I can be consistent in this time, I can show up for myself in this time, I

can give myself the rest permission to rest, I can modify my definition of achieving, to something that I can achieve, because I make the rules.

Shannan Monson: Oh, I love that. One of the things they say about entrepreneurship a lot is that half of the game is just staying in it. Like so much of achieving any goal is just being consistent continuing to show up when you don't want to when it doesn't feel comfortable, when things aren't going your way. And I think applying that here, you know, you don't have to be having huge leaps and strides as of in your career in your relationships. Like if you're just showing up as your full self every day that in and of itself is a is an achievement, that's beautiful. And also, if you can't do that, some days, that's okay, too. I know I personally have had a lot of days during the pandemic that I've stayed in bed and felt my feelings and that's allowed as well. I think give yourself permission for that.

Raena Boston: It is safe for you to feel your feelings, you're not gonna die from feelings, it might hurt

Shannan Monson: Feels like it sometimes

Raena Boston: It sucks sometimes. But you're not gonna die from disappointment, you'll recover. Just do what you need to do to take care of yourself and accept whatever emotion is coming up for you. When you accept it, you can see what needs to change in order. And because emotions are just like the seasons, they're not ever going to stay. They're not permanent. None of this is permanent.

Shannan Monson: You're not going to die of disappointment. I don't know if anyone's ever said that to me. And I'm over here feeling like, but sometimes I feel like what, what great advice, though, to apply to, you know, asking for that promotion, taking the leap and entrepreneurship, all these things that when we hold ourselves back because of fear, like what is the worst case scenario? you're disappointed? Right like that that is the worst case scenario. Oh, I like that. I'm gonna write that on my wall. You're not gonna die of just my ego just might be a little hurt. Okay, I'd love to hear kind of dive into some more like personal stories around what your experience has been like, I know you've got young ish kids good three and a six year old, right? Four and a six year old.

Raena Boston: Three and five.

Shannan Monson: Three and five you just told me that and I still gave them an extra year. You got young kids. So what was that? What what would be you know, what was the biggest struggle that you had going back to work after having kids and how did you overcome that?

Raena Boston: So the hardest thing for me was realizing that I came I work at the same pace that I could before kids, and also that my values had changed. But I also I did not accommodate for my accommodate my goals to my values changing, I assumed that I was going to be the same person after kids, and then I'd be able to perform exactly the same, when in reality, I have

no desire to log back on at 11 o'clock at night after my kids have gone to bed and I've tied it and done everything I needed to do. I don't want to do that. And I'm not going to do that. And I won't be in a job that requires me to do that. I will be a little less ambitious to take care of myself in this time. And I had to learn that the hard way I had to learn by going for the job that I thought I wanted, and maybe not succeeding in the way that I wanted to, or having to take a step back or reevaluate, or deal with mental health stuff that came up as a result of being an overachiever and a perfectionist and having to deal with the fact that Oh, okay, I'm a person that lives with anxiety. I'm not going to let it run my life. But I still need to make accommodations for what triggers that. And how can I be kind to myself?

Shannan Monson: Did you feel like you had support? Did? Did you feel like, I'm thinking back? It's been a long time. But since I was a new mom, I feel like you're going through all these changes at work. And nobody really asks, like, they'll ask how you're sleeping. But nobody really asked you. Are you okay, emotionally? Is your work? Like, can you handle your workload? What What advice would you give for someone in those, like, first seasons of motherhood? to really help them adjust to, like you said, their goals being different than they were and showing up differently?

Raena Boston: It starts with asking for help. And sometimes you don't even know like, okay, you don't know that you need to ask for self help. But you have to really tune into yourself enough to say, you know, I can't do the things that I used to do, like, I might need to ask my boss or whoever, but I need to, I have a hard stop at this time. Or I need accommodations to be able to pump or and I need like a clean space where I don't have to. For me, it was like, why am I having to kick somebody out who's definitely not lactating of this room. Like and just being able, not feeling afraid to ask for what you need, and also be assertive in what you need. Being a mom is not a burden. It makes us more resilient, it makes us more able to pivot, it makes us more able to see different sides of things. It's not a burden. And so we can't treat it like a burden or apologize for being a mom, it's, this is a part of my life. This is a part of what I do. And I will need X, Y, Z and the third in order to continue to perform.

Shannan Monson: And really advocating for yourself in that way. I completely agree. I think that there's been a shift and maybe more understanding about what it's like to be a working mom when we bought zoom meetings, and everyone's at home in their living rooms now. And there's kids coming in and out. And I think for me, I always felt like I was kind of ashamed to lean into that side. Because I didn't want people to think I couldn't do my work or I wasn't focused or I was asking for. Can you please not pump in the locker room? Can I please get a private, a private space? Or you know, I'm late to the team meeting because I was pumping. And I think that there was a sense of like apology around it. Like I'm sorry, I'm the special circumstance. I was always asking for extra stuff. So how can we lean into that stronger that Actually, I'm I love what you said, I mean, the fact that I'm a mother is an asset, I'm bringing more perspectives to the table, how can we lean into that and feel confident in asking for essentially more, right? Like, I need you to understand that my scenario is different from others.

Raena Boston: I think that it begins with just reminding yourself that you're worthy of it, you're worthy, you absolutely are worthy, at the very least have a place to pump. You are worthy of having a more flexible schedule to accommodate the fact that you are a parent, you are you have things as you said you're an asset. So the things that you might have to accommodate for does not diminish the value of the product that you provide. So really owning that and understanding that and believing it for yourself, I think helps you to be a better advocate for yourself.

Shannan Monson: I completely agree. Okay. I would be remiss to not ask you as someone that is a content creator. You've been doing this for a year. In addition during a global pandemic, in addition to holding a job and being a mom, how are you creating space to write and curate and grow a community.

Raena Boston: So on Sundays, a lot of times, I'll just say to my husband, I really need some time, I need some time to write. Before that it was I needed time to meet with the person who's helping me with my website, I need that time to meet with her and talk to her and talk through some things. I will not be available for this block of time. And just now it's like, Okay, I'm gonna give you the time on Sunday, I'm going to go to my parents house with the kids are I'm going to do this, or I'll put on a movie so that you're not interrupted so that you have the time to do what you need. And so for me, it had to I had to get comfortable with, you know, asking for what I need. And taking what I needed. In some circumstances, like when I felt like the asking was a little bit treated a little bit like a nuisance, it was like, No, I'm going to be taking this time. And I only have this time, because the person who's working on my website is a three hour time zone difference. So this is the time that we have available, I will not be meeting with her at 10 o'clock at night during the week because it's more convenient for you. Thanks.

Shannan Monson: Yeah, I love that. I love that. And it really resonates my comp my husband's phenomenal. I've been doing it for a long time. But at the beginning, a lot of our conversations were like this, particularly around money. And I remember it wasn't until I said, this is what I'm doing. Here's why you can support me or you cannot. But we really started to get some headway. And I think sometimes, if you ask, Hey, can you take care of the kids at some point this weekend, so I can get some work done. That's a very different conversation from I'm closed between noon and 4pm. On Saturday, I'm going to be at the coffee shop, or I'm going to be in my office with the door locked, I want to make sure that you're on the same page, we can make that work with both of our schedules. So that you can take full responsibility of any needs the children might have during that time. Like that's a very different conversation. And it demands a level of respect, right? I think so often we fall into, or I feel that by at least being raised in the south in a very conservative background, like Oh, the woman's the child is has the responsibility for child rearing. And the man's role is to work. And I think a lot of us struggle with, you know, reestablishing this dynamic, it's very different to say, Hey, can you you know, watch the children than it is to say, Hey, here's what I'm going to be doing at this time, I want to make sure that, you know, our kids are going to be taken care of, I'm not asking for permission to have my own identity. In my own life, I'm letting you know, here's my plan, I want to see if you you're going to be able to support me in it.

Raena Boston: Right. And also, if you have something you'd like to do during the week that falls during hours that we might mess might be tag teaming, let me know and I happy to do the same thing for you. Right?

Shannan Monson: It's mutual respect, and understanding that we each have our own identities and goals. And we want to, we want to, we want to both achieve what we want to achieve and get where we want to go. And it doesn't need to be a trade off. But you have to have that open conversation. And be willing to ask for what you need. I think about I'm thinking about a friend in particular, that has has talked to me about this all times I'd love your advice, that she's had a hard time having these conversations and setting aside time because kind of felt like, you know, every time she would say something, it just wouldn't work out. She didn't get her husband's support. So if you're not in a situation where you feel like you're, you're your partner, your spouse is supporting you taking that extra time and putting you on the spot here, but what advice would you give?

Raena Boston: If it's something that is important to you, and you want to get it done, and you just need the time, then for me, it's always you can either help me with this, or I will be contacting outside help a babysitter someone to make sure that I can get this done, because it's important to me. So you can either help me financially. You can be the emotional support that I need during this time.

Shannan Monson: Yeah, I completely agree. Such good advice. And I think as women in general, I'm still working on this doing a better job of advocating for what I need. And it starts with figuring out what what is the goal? What do we want, what brings me joy, and then being able to communicate that to not just you know, partner, but friends, family, I'm sure you have a great support network that's helped to outside of just know, you and your husband. And I think sometimes we forget about that. Like we are very interconnected creatures and we probably have a friend on the street that might swap kids for a day. I did stuff like that all the time. When I couldn't afford childcare. It was like, Okay, I can take your two kids on Friday morning. If you can take mine on Thursday afternoon and you can go to the gym like whatever you do, but this is I really need this. Can you make this happen? I think, you know, we have resources available to us if we're willing to ask.

Raena Boston: That's right. Just keep if ask your village or create a village, or whatever you need to do in order to feel supported. That's the other thing. When you feel supported, you're more willing to ask for what you need. And in the absence of that, you have to support yourself.

Shannan Monson: Hmm, I agree. How can we show up for our other mom friends really well during this time.

Raena Boston: So what I've done is if I can't catch up with somebody in real time, Marco Polo has been such a great way for me to keep up with mom, friends from around the country, like, hey, just want to let you know, I'm thinking about you. And then I get an update a couple weeks

later, or the next day, depending on what people have going on. And just, I think also the permission for you don't have to respond right away. Yeah, we're still gonna be friends, if it takes you two minutes or two weeks to respond. Because I know everybody's got a lot going on. So I hadn't heard from a friend. I didn't take it personally. But she's like, Hey, I know, it's been a while my whole house got hit by COVID. And I'm navigating some other personal stuff. And like, it's just been crazy. And so I can show up in a little app, and just be like, Hey, I support you. You need some Uber Eats, I got you. Whatever you need to make this time easier. You're in Colorado, and I'm in Florida, but I'm thinking of you and you mean a lot or dropping something in the mail. Just a note. Anything just to let people know and your other mom, friends know that they're important to you and that you're there for them.

Shannan Monson: I think it's so important, especially when we're so isolated right now to remember that there are still ways you know, I might not be able to physically bring you dinner, but I can order a burrito right and not be able to, like physically sit across from you and hold space for you. But I can on Marco Polo, I can on Zoom or FaceTime or voice notes. And just making sure that I know I've felt so grateful for the friends that have reached out to me that it can be a month apart. But hey, we are in this together. I feel like our mom friends really need the support right now. So take them in after you listen to this episode. And reach out to a friend that you haven't reached out to in a minute and just send them some love. You can go grab a quote from Raena's page and send it to them by text or dm. Raena let's I would love to hear more about like specifically building a business because I didn't content online, I didn't realize that you've only been doing this for a year. So what are your top tips for a new writer and a content creator? To start out building community? Can you give us like your top three tips. If you're starting over again, like last last year, what you would do differently, or the same maybe

Raena Boston: One consistency, so it doesn't even have to be so much of I'm going to post on Monday, Wednesday, Friday or Tuesday, Thursday, it's I'm gonna have two posts a week, that gives you a little bit more flexibility in there. And maybe you can work up to specific days of the week, but consistency, engaging with your community. So even if there's one comment, just responding and responding to DMS outside have a like or a heart and getting the taking the time to get to know people and engaging with people that have similar interests on Instagram, because that's like those people are probably your people too. And then the third thing is for good writers they just write. So you just got to keep writing, it's not going to always be the best post ever. But just keep practicing. See what resonates notice trends of who of what posts garner the most attention? And how can you tailor your content to include more that like people really like it when I talk about my body? And I like it when I talk about marriage, and like admitting that those feelings can be messy and hard. And you know, people I don't think are necessarily looking for a highlights reel they're looking for, how can I identify with this person? How does How can I feel seen by this person and not less than by looking at their content? So how can you make it feel like an inclusive space for the community that you're serving are showing up for?

Shannan Monson: I think that's so important. I really do think it used to be a lot more like look at my amazing life. And I think we've especially this year, please stop showing us, right? We're

all living through a global global pandemic. But there's a couple things that you said that really resonated the one like if you only get one comment respond to it. I always think of this as like if somebody if I hosted a party, and only one person came, like this is maybe a terrible pandemic, example a party, but you wouldn't just ignore them. Right? You wouldn't just be like, Oh, I can't talk to you because like the cool kids aren't here yet. Right. And I think sometimes the beginning stages of building community it feels that way. I'm just started on like Tik Tok like a week ago. Who knows I'm lucky but but so far, I've been consistent and I remember that first time that there was just one One comment. And I was like, Oh, this feels kind of awkward and uncomfortable. But it would feel awkward and uncomfortable in real life too, right? If there's just, it's more comfortable sometimes to be, there's five or six people around. And so I think just getting past that, on that level of uncomfot, okay, and talking to strangers on the internet, but we're showing up for each other. And then it really just grows and snowballs from there. And I loved what you said about consistency. It doesn't have to be every day. And it doesn't have to be every Tuesday and Thursday either. Because sometimes, I feel like that's what gets overwhelming. I came into Tuesday and Thursday, and something came up on Tuesday, and I didn't get my post out. So I'm just doomed. I'll just quit now.

Raena Boston: Right, you still have to keep showing up, you still in whatever. And if you need to adapt so that it fits your needs, your personal needs a little bit better, so that you just need to adapt it in such a way that you can succeed. Even if it's one post a week, and showing up on stories every other day, whatever is going to be the thing that feels comfortable and easy for you. And going back to that one person who's commenting the people from the beginning, if you engage them, they're going to be with you, they're going to be with you when you had 25 followers, and when you have 3000 followers, and they're gonna be the oh geez. And they're gonna bring people to you and be the loudest champions of your work.

Shannan Monson: I actually think that's how I found you, my sister, I think was one of your like, first followers. And she shared something that you wrote. And I was like, Oh, I like this. So I think it's a good reminder that and going back to what you said earlier, even if you just help those five people, your job is done. You're already inspiring working moms, you're already doing the work, right, if more people come great, but you're already showing up consistently to serve for the people that are there. And that that's what's filling your bucket for you. Right, you saw a need and you're filling it.

Raena Boston: Exactly. And it's like, the other thing is, I have a website, I need to do something with the blog portion of it. But I can just, I've already created all this content, I can repurpose it like the cool thing is like you can repurpose what you've already made, or you can use a popular post and turn it into a reel which I know you're like you need to get on reels I haven't quite yet.

Shannan Monson: I will have no pressure but I love reels so much.

Raena Boston: But there's just so much you can do with the things that you've already created. You don't have to recreate the wheel, I think that also makes it feel a lot less intimidating, where

you can tell the same story in a different way from a different perspective with a different, at least for me, like the mantras. I can talk about resting, but that looks different from in a career sort of way like and I can talk about overachieving in my career, like all of these things start to build on each other and flow together. So the longer you the more consistent you are, you'll see that this content kind of feeds each other and you're going to be able to start to draw, not parallels, but be able to your work is going to become more cohesive, the more that you show up.

Shannan Monson: One of the most consistent things that I feel from you during this conversation and from your Instagram account as well is just like a sense of peace, that it takes the pressure off. I don't have to create original content from scratch every single time. I don't have to post on a really I'm allowed to give myself grace to figure things out in the way that works best for me. And I think it talks about that standard we talked about previously. And everything doesn't always have to be on an upward trajectory to be worth it and to be beautiful and have value and worth. So I just want on a personal note, I want to thank you for that. Because I always feel like when I read your post, I feel like I'm doing I'm doing enough I'm what I'm doing is working hearing you talk about content creation in the same way, completely agree we can reuse a post, we can write it again in a different way. It doesn't have to be so hard. And a lot of times that's pressure we put on ourselves and not necessarily. No one said, Hey, you got to post on Instagram three times a day. But sometimes we can put that pressure on ourselves. So thank you, I appreciate that.

Raena Boston: You're welcome. And I also feel I hope I don't lose my train of thought but I I only this goes along with the monitor this week. I only want the people that want to be here. So I don't need to stress myself out being in all of these different places and doing all these different things. I firmly believe and I'm at peace with the fact that the right people are going to find me the right people are going to amplify my work. I don't have to stress about any of this. That doesn't mean that I'm not I'm not making things happen behind the scenes but it also means that I have a level of peace about all this I know that I'm walking in the right direction, and that I don't have to stress my my community is still going to be there if I take a break because I haven't set the standard that I'm going to kill myself to be on Instagram and on every mode. Everything that Instagram is telling me I need to do. I know that like I'm at peace with the fact that what I'm doing is enough and when I feel it's time to pivot, I'll pivot and when but the main thing is that the right people are are they already here and that they're going to continue to come?

Shannan Monson: This is such a beautiful conversation. I just like listening I feel like you have a such a calm demeanor and whenever I listen to you talk, I just feel confident and I can do this. So I hope you guys listening. Were able to really have some incredible takeaways from this conversation right now. Where can we find you? Learn More get ongoing inspiration from you.

Raena Boston: Okay, so you can find me on Instagram. My handle is @theworkingmomtras And I also have a website the same thing theworkingmomtras.com. And let's see, I think that's it

for now. Those are like the main places that I hang out. So just find me on Instagram or my website and then I also send out momtrends once a week, so get on my email list. Amazing.

Shannan Monson: Thank you so much for coming on the show, Raena.

Raena Boston: Thank you so much for having me. huge honor huge fangirl moment. I am so delighted to be here.

Shannan Monson: It's so many working moms that have been inspired today. We really appreciate you. Thanks again.

Raena Boston: You're welcome.

Shannan Monson: Thank you so much for listening. We hope you enjoy the show. Follow us at CEO school on Instagram for show notes, inspiration and exclusive behind the scenes that you won't find anywhere else. We also have an absolutely incredible resource for you. It's the seven lessons we learned building million dollar businesses. These are complete game changers and we want to give it to you absolutely free. All you have to do is leave a review of the podcast, why you love the show, screenshot the review and email it to [Hello@ceoschoolpodcast.com](mailto>Hello@ceoschoolpodcast.com) and we'll send it your way.