

## **Ep #214: Kelsey Ramsden- Getting Past Your Success Hangover to Your Amazing Next**



### **Full Episode Transcript**

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**Dr. David Phelps**

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## **Ep #214: Kelsey Ramsden- Getting Past Your Success Hangover to Your Amazing Next**

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David Phelps: Good day everyone, this is Dr. David Phelps of the Freedom Founders Mastermind Community, and the Dentist Freedom Blueprint podcast. Today, I am bringing on someone who I have just become really enamored with, in a way that I think is gonna bring a message to you. A message I try to get across to my listeners, but this person has an ability, I think, through vocabulary, through translation, through experience, and now through a new book, which you're gonna have to get.

It's gonna be really fun this afternoon, so let me just bring on right away, Kelsey Ramsden. Kelsey, how are you doing today?

Kelsey Ramsden: Oh, I'm so great, thanks for having me, David.

David Phelps: So fun, so fun. So let me tell our audience a little bit about you Kelsey. And Kelsey's ... so, you know, I think you know, my audience is probably primarily in the professional practice arena. Dentists, doctors, lawyers, some CPAs, chiropractors, a lot of health professionals. But what we're talking about today applies to anybody, and I know we have a lot of outliers that jump on because they know I don't talk just about dental or health professional stuff.

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We talk about life, and up in the game, and that's what we're gonna talk about today. So, Kelsey moves the Earth, literally. Twice named Canada's top female entrepreneur by Profit. Forbes says Kelsey is a master builder of ideas, businesses, and sky's the limit futures. The awards and accolades are for her businesses in civil construction, and real estate, where she builds highways, airports, communities. She's a mother to three children, cancer survivor, and author of the internationally bestselling book, Success Hangover.

When I got your book, it spoke to me, Kelsey. And for our audience to know, this is the first time for Kelsey and I to actually engage real time. We've done a little messaging, we actually, we met kind of virtually through another group, which is something I wanna talk about, because you know, getting out of your comfort zone. Me being an introvert, and you talked about, you don't have to be an extrovert to be the most important person in your room. We'll get to that. But, you know, when I'm in my room ... and right now, Kelsey, I'm in my room with you, and that's why I'm pumped. That's why I can speak and be vibrant.

Now, you put me in another room where there's not my tribe it's like, nope. I'll be in the corner, probably just kind of hanging out, sipping a glass of wine. I'm not gonna be out there, all right? But that's what we're gonna talk about. You don't have to be the extrovert to become an exceptional leader. Also, I love your tagline. Kelsey helps driven leaders future proof their business, and survive their success. The biggest lie in business, you say, really is success.

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So let's dig into that first, Kelsey. We gotta define success, and where we got this definition of success in our own brains, our own heads, because of what you call the kind of the stair step function, right? The model of going through stair steps, or monkey hoops. Dig into that for me.

Kelsey Ramsden: I know. So, I sometimes ... I'm gonna preface to your audience that I'm not necessarily politically correct. So-

David Phelps: That's okay. No, 100%, no, you're good, you're good. Lay it out.

Kelsey Ramsden: So the truth is, in my estimation. So I have an MBA. So I went, and I was a kind of ... I always liken us to these smart, hoop jumping monkeys, you know. Like, they said, "Do this," we did that. And we jumped all these hoops, so we graduated high school, we did an undergrad, and on, and on we went. And that told us we were going to be okay, that's what success would ... Success would come at the end of this rainbow.

So we jumped all the hoops, we did all the things, and we got to those places, and many of us, legions of us, arrived and said, "But where's the pot of gold?" You know? There's money, and I don't wanna minimize money, it's one of my favorite things. But along the way, there's that kind of diminishing returns aspect to the more, and we're taught to chase the more and go up, and at a certain point, we have to set our own hoops. And that's where things get, I think, quite interesting, because then the question is, what is success for you?

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David Phelps: Very interesting, and very tricky, and exactly what I tell my doctors, and dentists, and chiros that come to Freedom Founders. In fact, it's so good we're talking today because we just finished a four day event, and I've gotta say, there's like three kinds of people. There's the fast action takers, the fast adopters, who read a book, they listen to a podcast, a blog, they connect with you or your messages, and go ... that's me. I'm there. Where can I sign up and get within your tribe? That's a percentage, right Kelsey? That's a certain percentage.

There's a bigger percentage who say, "Yeah, that's interesting, I may even come to your event." They get there, they say, "Wow, this is great, and I've got all these aha moments, and I'm thinking differently," and then they go, "Well, would you like to go forward?" "No, you know, I think I gotta go back and check with all the other people in my life who are just like me, who are climbing steps. I gotta check with my CPA, and my attorney, and my other advisor. I gotta check with them to make sure this is a prudent move. I'll get back with you."

And then there's the people that look at your stuff, your message, being, like, not politically correct, or saying the things that they don't want you to say, and then they're what I call .... they're the minority, but they're there ... they're the haters.

Kelsey Ramsden: Oh yeah.

David Phelps: "What are you talking about? Oh, you're a fear monger, oh get out of here," right? And so ... but you talk about the fact that training equalizes. It creates a commodity. We can all be trained. I mean, if you've got a basic IQ you can

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be trained to do anything pretty darn well, but where does that leave us?

Kelsey Ramsden: Well, I mean this is it. So you can look around at your graduating class, or your cohort, you can look around in your events, and you look at all those people. And they were born a certain way, with a certain number of brain cells, effectively, and a certain opportunity. And so, by the time we get to these higher levels of it, we ascend the ranks, we have very much normalized.

These people were already our worthy adversaries, and yet, we think we have become more exceptional, or more special, by kind of collecting these nuggets along the way, these pieces of paper, the training, whatever the case may be. And that's in part true. I don't wanna, again, I don't wanna diminish it, but look ... So, for in my case, with MBAs, there's 300,000 new freshly minted, wide-eyed MBAs spit out in North America every year. So that's about four million new MBAs since I did mine.

You know, I'd like to think I'm a bit more special than that. You know, there's something more to me than that little piece of thing, but yet, for a long time ... and to no one's fault ... we don't question, well what is it about me, in particular, that makes me stand out? What makes David, David, and can hold a room full of people and give them, you know, great ideas and insight? Or anyone in their practice be the person that people choose? That's not because of ... it's in part because of the paper, but in majority, because of all sorts of other things that is who they are, not what they do.

David Phelps: 100%. I say that all the time, it's not what you do. But that's where everybody puts the emphasis. "Well, I do

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this, I got that degree, I got the MBA, I got the DDS, the MD. So I'm gonna go get more, continuing education, to specialize more." And again, as you said Kelsey, that's not a bad thing in itself. But if that's the focus, you're gonna go nowhere with that. You can differentiate. You're gonna be just like everybody else.

How does somebody figure out what their uniques are, because see now, that was something that took me a while to get to. I was like everybody else, I was going down that path, and just trying to be better at my craft. And there was things in my life where, I'm not going into my story today, people often know it, but there's things that shook me up, and I had to come to grips with, how am I different in ways that no ... how am I unique? What things can no one take away from me? People have a hard time identifying that because they become commoditized because of the training/educational system, right?

All their uniques go away. So what's the best way for someone to sort to develop that? Do you do it sort of meditating in a room with four walls? How do you do that?

Kelsey Ramsden: Well, I can tell you how I did it. And I'm sure there are many ways, but this is my way. At a certain point, I would loathe my own introduction. Yeah. So people would say, "Who are you?" And I'd say, "I'm Kelsey Ramsden, blah blah blah blah." And at a certain place in my life, I don't wanna be known as that person, my intro's lovely and it's great, but that's not really who I am.

If I meet you, I wanna have a real conversation. So, what makes me different? Hmm. So what's that silver thread that goes through every single thing that I've done in my life that's let me up? And for me, if I was to introduce

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myself at say, an MMT type event, you mentioned we'll talk about that later, so we won't, I don't wanna use acronyms. But it's that I'm Kelsey Ramsden, a creator who deeply values intimate connection. So that, in every single thing that I've done, whether it's building a road, or an airport, or a neighborhood, or a podcast, it's for me about taking something that never existed and creating something that will last forever. And doing it in a way where I either create the backdrop for you to live your life in, or I talk about something that could change your life.

And so for me, that's really who I am, and I can apply to that any avenue, which helps. So, here's what I think, David. I think a lot of us get to this place where we go, what's next? And because of our success we have just a field of opportunities, and we're stuck, we don't know which one to choose. Well, maybe I could do that, but I wonder about this, but ...

And being able to know, really, who you are, what lights you up? That kind of core thing that's always been there, and you've applied it in every area. Then that allows you to weed through all those things, and go, "Yeah, you know what? If it's not creating something new, then I'm not connecting really intimately with people, it's not my game. I'm out." And so I can cut half of that stuff right off the table. Does that make sense?

David Phelps: It makes a lot of sense. You know, I see this, and I know you see this, in working with the multitudes of leaders that you work with. It's in having that conversation, they might be on a hot seat as a mastermind, it could be in a conversation with you, but when you feel the energy

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exude from that person, when they start talking about that thing ... Oh my gosh. Bingo! Put a circle around that.

Kelsey Ramsden:       Totally.

David Phelps:       That core. It's talking about the mundane. "Yeah, when I go to work I gotta deal with the staff, and the insurance, and the ..." Well, that's not your thing, and so that's going down the rabbit hole, but to your point, you have to find out what's unique. And you've got to be different. I love your story about applying to graduate school for your MBA, and how you put out multiple applications, and you got the thin envelope back, which, we've all gotten those back and you know what that means, there's nothing really to go through before that, right, is that ... Okay, another one of those.

But then you got the fat envelope from Western, in Canada, which is like the top MBA school, and you did something different to get to what the interviewer said got you to the top of the stack. Why don't you just talk about that? That was very interesting.

Kelsey Ramsden:       Yeah, sure. So in brief, I'm the underdog makes good story. I'm the ... everybody who's listening who has a child that they're like, "Oh my gosh, it's a C+ kid who has A+ potential," you know, have faith. Because we do make it to the other side, and that was me. And so, like you say, I applied to every MBA school, there were 13 up here, got into only one, the best one, and what I did that was different was, when they asked, "Tell us about you?" And all good MBAs are to write, "I volunteered, I'm interested in business, I'm gonna be a consultant or a financier. I'll give money back to the school," and that's kind of effectively what you're supposed to say.

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I didn't really say any of those things, I drew a picture. And I related myself to intergalactic space. So, you know, in terms of universal, I'm a human. And going all the way down to like, on the micro-level, those most intimate parts about me. And I don't know if ever there was anyone who drew a picture, and submitted that with their MBA. But the woman who saw it, in fact it was on the top of the note pile when she walked into the admissions room, and she saw this thing and couldn't help but pick it up.

And she told me this story afterward, and she read it, and she said to the admissions committee, you should let this woman in, I think she might do something interesting. And that's how I got into MBA school, and now of course as an alumni, they like me, because I come with a bit of notoriety and everybody thinks that that's nice. But in effect, because I did everything the way that people don't normally do it, and that's how I became exceptional.

Not because I'm exceptionally brilliant, or exceptionally gifted in mathematics, although I do okay at all those kind of things. It's because to me, like we were talking about this normalizing effect, in order to be exceptional, you have to be an exception to your own rule. And I think that to your own rule part is the most important piece. Because, we think because we have success, or someone we've done something right. And we may have done. But again, at a certain point it's ... you have to revisit how it's done, and how you've always done it to break free of that normalizing pattern, where we all wind up 50 years old on a pile of money with our practices, going, "So now what?"

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David Phelps: Exactly. The problem, of course, is the normalization leads to conformity, leads to being average, leads to being in the vague zone, 'cause you're ... kind of like everybody else. And of course, social media is great, isn't it, because you can compare yourself every day to see how you're doing against the norm. 'Cause everybody I see is crushing it, so if I'm not crushing it, I'm less than, right?

So, or you go to your trade association, everybody's got ego written right across their chest, and yeah everything's great. It's awesome. But we know-

Kelsey Ramsden: It's not.

David Phelps: It's not. It's never that way. Everybody has struggles and issues. The fear factor is, okay, I've made it this far, success by society's standards. Yes, I produce X dollars, I can live in this house, but at night, I'm still tossing and turning. I got sweats, 'cause I know it's a little bit fake. If something happens to me, because I have to do everything, this is game over. It's game over. I'm sweating it at night under the covers, and the problem is, I'm treading water, so I'm holding it together, barely. So now you're telling me I need to risk being different, going against my own rules, that just feels really scary.

Kelsey Ramsden: Okay, I'm gonna tell you two things that I think matter a great deal. Number one is, we were kind of sold a lie. We were sold this idea that we're supposed to do all these things, and then we arrive at safety. Yeah? This nice, lovely Dana Beach where we all feel good, and safe. But the people who ascend through that model, people like us? We actually aren't wired up that way. We're wired up in a way where to us, comfort is the discomfort of

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pursuit. We only feel great when there's challenge, and so what happens is we're taught to go ahead and master a thing ... and I'm not sure that anyone actually gets to the point of mastery, 'cause everything's always expanding, and we can get a bit meta on that.

But as you approach a great knowing of a thing, as your practice develops, and you show up, and like you said, it gets mundane. Our mind just naturally shift into neutral. Because the challenge is gone. I don't know if your listeners will be okay with this, so you could edit it out, but it's my favorite quote from the book. It's like being in the missionary sex of your career.

David Phelps: Yeah, no, you've got the whole graphic there in case people didn't understand what that meant.

Kelsey Ramsden: Because it's decent, and it counts, but it's hardly memorable. And we reach that place, and then we wonder, "Why don't I feel alive," or whatever? Because we've taken choice away. We're just doing everything by intuition and default, and so it's no wonder that people who are wired up to really feed mentally on challenge, you know ... Bereft of challenge ... And everyone has daily challenges but the kind that fire us up? Well, it's no wonder that we're bored as heck.

And so this idea of success, and this safe place, does not exist for us in the way that we were taught it was supposed to.

David Phelps: You talk about the difference between acquiring tangibles, materialism, lifestyle, versus acquiring experiences. I think that has a lot to do with it, because again, society says your success is dictated in large part, if not

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completely, by how you look out to the rest of the world. And we know that's hollow. That's like getting to the top of a mountain, and going, "That was great. I think I'll just sit and camp here for the rest of my life." No you won't, because that's not ...

Kelsey Ramsden: No.

David Phelps: You were looking, like, where's the next one? Where's the next peak? But society says, no, you just keep stacking the stuff up. Talk a little bit about tangibles versus experience, and the difference there. Because a lot of people don't get that, right? They keep chasing the wrong thing.

Kelsey Ramsden: Yeah, yeah. So would it be okay with you if I did kind of like a something weird, like a bit of a mind reading thing with you right now? And everyone who's listening?

David Phelps: You're gonna put me out of my comfort zone, is what I'm hearing.

Kelsey Ramsden: Doing it. Let's do it.

David Phelps: All right. Let's do it.

Kelsey Ramsden: Okay. Your face, actually, no one can see this, but your face for a moment I saw it, the fear was there, but I love that. Okay.

David Phelps: Truth be told, okay, here we go.

Kelsey Ramsden: Okay, so ... and I'm gonna preface by telling people that at the end of this, it's gonna matter, and that we're gonna understand a little bit between that material piece, and that experience piece, okay?

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David Phelps: Okay.

Kelsey Ramsden: So, I'm gonna ask two questions of you, and everyone can play along. If you're listening, you can do this for yourself. You're gonna answer in your mind, you're not gonna say it out loud, you're gonna hold your answer, and then in the end I'm gonna guess what you said, yeah? So, and this works in about 93% of the cases.

So. The first question is, I want you to think of something specific that you know really well. Something you know inside and out, something specific. Got it?

David Phelps: Got it.

Kelsey Ramsden: Great. And as a reminder to everyone, it's just the first thing that comes to mind, so don't overthink it. Second question. I want you to think of a memory, something specific, something you remember. A memory. Got it?

David Phelps: Got it.

Kelsey Ramsden: Great. So, for everyone listening, the first thing that you know really well, odds are that it could be taught. Could you teach it to someone over time?

David Phelps: Absolutely.

Kelsey Ramsden: Great.

David Phelps: Absolutely.

Kelsey Ramsden: Cool. The second thing has three tags to it. So the first is, there is high emotion. Love, lust, fear, hate, yep?

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David Phelps: Yes.

Kelsey Ramsden: The second piece is, it's an experience that couldn't be repeated the exact same way twice.

David Phelps: No question.

Kelsey Ramsden: Great. And the third thing is, you shared it with another human being, by virtue of, you either did it with them, or you later story-told in real flesh. Not on an Instagram or Facebook.

David Phelps: Both.

Kelsey Ramsden: Yeah. Great. So, that's not because I actually can read everyone's mind, it's just because when I was in my deep, dark success hangover, I was trying to figure out your question. Which was, I have all the things, but why do I feel this way? And how is it that I can create a kind of a system, or something, a way of living where I never come back to this?

And so what I discovered was these kind of two tracks. One is, the thing that we know really well is usually something we associate to who we are, so you might have said, whatever you said. Some kind of training, whatever it was. And, you know, if people believe in AI, there is also sorts of theories about our value subset or whatever. But let's just say that we've established that who you are is not necessarily what you do.

So let's just set that part to the side. Really, the benefit, what's made anyone really kind of remarkable, is that second set of things. The sum of all our memories and experiences. And the things that aren't repeatable, our

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mind comes to attention. It starts to hard-write that stuff, it says, "Hey, show up, right now, 'cause this isn't gonna happen again. Capture this." But all the things we do ad nauseam, it doesn't really hard-write 'cause it goes nah. Why are we going to waste the energy on this?

So what happens over time is, through micro and macro experiences, that are unique and evoke emotion, those are the things that on sum, create the exceptional person that each one of us are. But the older we get, the more we have to lose, the more embedded our beliefs and structures become, the more we fear change, the less we engage in the activities that have high emotion that would be repeated the exact same way twice. And the less we share those things through vulnerable interactions with other people.

And people can say, "Oh well, yeah, sure you only get married once, you only have so many kids, and ..." But the reality is there are decisions we make every single day, where we have the opportunity to evoke a choice, that we glaze over. So for everyone who's listening, I mean just think about your day today. Did you pass by a stranger you didn't talk to? Did you drive the same way to work? Did you get the same coffee, did you read the same magazine? And on, and on, and on we go.

So what I started to do was to really notice all of those micro-decisions I was making, that I wasn't actually even making, and just adapt them slightly to evoke something that was entirely new, and had a bit of emotion to it. And I did something small. Like, and I mean small. Low risk, 'cause people like us are now, you know-

David Phelps: Pretty risk averse, yeah.

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Kelsey Ramsden: We are, at this point. Well there is that ... You know, they talk about people will do a lot more to avoid loss, then they will to accumulate gain.

David Phelps: Yes.

Kelsey Ramsden: And so I lived like that, for about three or four months, and what's interesting, and is very much a byproduct and nothing through my own, you know, brilliant kind of creation, was the fourth E came. So the first three E's are emotion, experience and embedding through storytelling, so that's how you create it strategically. The fourth, byproduct, is epiphanies. I started ... my mind was called to attention more often, I started solving problems more quickly with more innovative solutions, and having those aha moments that I had been sitting around waiting for. The what's next ...

David Phelps: Right.

Kelsey Ramsden: They just started coming like in my 20s when my mind was fully charged. And so, to kind of summarize and get back to your direct question, which is accumulating all of the things versus having the experiences, look, at a certain point there's only so many things we need and want. I'm sure that everyone who knows you, it's hard for them to buy you a Christmas present, or a birthday present, or a whatever present. And really, the things that make us unique are these experiences, but we shut them down, and we normalize them, and we create a structure where we go to the same restaurants, talk to the same people, go to the ...

And we group think, like you said. Well, I'm gonna talk to my accountant, and my lawyer, and my friend, and my

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buddy, and read. And we've stopped setting our own hoops. At the very time we're able to actually have the freedom we decided we wanted, we stop taking the opportunity to create it. And so it's no wonder that we're just bored out and not burned out.

David Phelps: I think Thoreau says, "Men or women living lives of quiet desperation," right? I mean that's all that comes down to. And so what you've said, very, very well, and I appreciate the kind of the case study you did with me, but everybody else. Because that really does impart what you're saying, is that we all know that change is difficult. So what you're saying is, instead of taking change like a big headwind in your face, and blow you over, is start training yourself, your mind, to make small changes, adaptations. Because that what you call future proofing, right?

Kelsey Ramsden: Yes, exactly.

David Phelps: I love that term future proofing, your life, and your business, by learning to be adaptable on a daily micro-changes, micro-adaptations, so then the bigger change doesn't come and you can't take it all in because it's too big, it's too enormous. You just can't weather it.

Kelsey Ramsden: Well, and it's two things, you develop this muscle to even notice opportunities, to engineer those experiences, so that's the first thing. And then the second thing, like you said, is when the big thing comes, you have developed this kind of like, antibody to that heavy emotion of, "Oh my god here we ..." you know. Because you've done it.

The other thing that you'll find, though, is once you start doing it, opportunities will surround you to do more of it.

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You'll find more people who are doing things like that. You know, it's almost like you just put yourself in the way of new and interesting things happening, by talking to new and interesting people, and trying to, you know. There is a caution, though. There is a caution in that, what people like us ... and I use that a bit loosely, but intentionally ... tend to do, is to wanna presuppose the outcome.

So we say, "Okay, well I'm gonna do something a bit different, so I'm gonna do this thing, because it's gonna get me that, and that's gonna be useful because ..." No. 'Cause if you've already presupposed, you've already pre-lived it. You've already prejudged it, so what would you get out of it that's actually new? 'Cause we like to know what ... gimme the ROI, I've got 10 minutes here folks.

David Phelps: Exactly, exactly. I'm asked that all the time. People come to our events, and I'm sure you get the same question oftentimes from people: "Okay, if I invest this time, and this money with you, or in this program, or whatever it is, what's my ROI? I've gotta know. I've gotta know, give it to me certainly. Can you guarantee it?"

Kelsey Ramsden: Yeah. I'm sorry. You know what I can guarantee? I can guarantee if you try it, you'll realize a lot of things. I can guarantee that if you're willing to witness things, and observe them, before we judge them ... including your own response ... things will shift, and you'll start to notice some things where, you know, there's opportunities for enlivenment all over the map.

And look, just the same way ... and maybe we're circling back to talking about how our worlds collided, but ... just the same way that I wound up at MMT, and I only got there, actually, through this practice ... I've wound up

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meeting new people I never otherwise would have. Exploring new things, and back to you were talking about being an introvert, I'm someone everybody thinks is an extrovert, which is funny. Because I am, put me in a room and I'll be big, but then as soon as that room is closed, I gotta go back to my room and like, charge back up.

I'm gonna rock in the corner for a little bit, like if I go to power it up. And part of that, I think, is this idea around being the most interesting person in the room, being the most magnetic person in the room, whatever people think you have to be. And the truth of the matter is, you just have to be the most magnetic person. And magnetism is not overt. Magnetism is a draw of interest. So some people will be interested in the things that you do, and you pursue, things that I do, and I pursue, someone else does. It doesn't make them better or less than, it's just we all know that person, and they're not always extroverted. They're just magnetic, because they have something to say.

Whether it's, "Oh, I took the bus with so and so, and I talked to this person," or, "I went on this holiday," and rarely is it extreme, because the extremists actually more often than not do put us off. Right? The ones who say, "Oh, well I was skydiving and then I did this, and then I swam with a shark, and then I bought a new Lambo, and then ..." You're like, you're just over the top.

David Phelps: Too out there.

Kelsey Ramsden: Tone it.

David Phelps: Yeah. So yeah, so we talked about MMT, so Mastermind Talks, so we gotta give 'em a hat tip to Jason Gaignard,

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who established that through his own story. He's got a book on it, on Mastermind Talks, so if you wanna learn more about Jason and what he's done creating a community of high achievers, but high achievers only through the fact that we all ... As you said, we are seeking a higher mountaintop. It's never a destination, it's a process, it's the challenge, it's the journey on the way, and we're all that way.

So he's created this great collective of people from all over the world that do all kinds of things, and there's extroverts, and introverts, and everything in between. And you have to kind of claw your way to get in, it's not like just write a check and you get to come and join us.

Kelsey Ramsden:        Yeah.

David Phelps:        It's highly vetted, highly curated, and the only way to do it is what I've had to do in my own life, and you said the same thing, you know. I love being around my tribe, but yes, at a point, people wear me out. So I gotta go reenergize, which is okay. There's nothing wrong with that. You don't have to be the life of the party and out there, some people are, and that's great.

So, it's ... I had to put myself in my life to adapt, and make those micro-changes you're talking about, Kelsey, by getting out of my comfort zone and putting myself in rooms with other people. Starting wherever I was at that time, 10 years ago plus, and finding my life was changing, I needed to make changes. I was seeking more, and I had to find other people. So, you talk about ingredients. Other people in my life, those are part of my ingredients, right, the ingredients to help me look at life from a different vantage point.

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And through Mastermind Talks, I met you and many other people, and if not for me putting myself out there, and kind of clawing my way in to be a part of that ... As uncomfortable as it is when you go to a big group for the first time, and go, "Oh my gosh, I've gotta actually engage here, step it up." But you know, I got to meet you and now we're having this great discussion, and that's gonna lead to something more.

Again, I don't have to have certainty of what that is, I don't need to know exactly what's my ROI on doing this with you today, 'cause I know it's gonna be something somewhere and it'll be right, whatever it is.

Kelsey Ramsden: Let's talk about the best things that have happened in anyone's life. Where they predictable? Like, when you met your spouse, your best friend, your ... insert any great thing here ... was there an ROI? Did you leave for that date and go, "Well, I'm gonna spend \$37 on pizza, and that means I'm gonna be married to her for eight ..." No.

David Phelps: Never by design.

Kelsey Ramsden: Never by design. But yet somehow, the most educated and successful think that we're so, you know, omnipresent and powerful that we're able to design something ... It's just, it's ... It is a laugh to me, and we don't do it on purpose. And so for anyone who's listening, what I would recommend if I could is this idea of, like you said, starting with something small that is not so ominous and that's gonna blow you away, and elicit a tremendous amount of fear.

But look outside of yourself into those groups of people, or places and spaces. Like, if they're listening to your

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show, and they wanna connect with you, amazing. If there's something that's kind of caught their eye, and they're in that middle group that go, "Hmm, well ...", take a risk to break your own rule. It doesn't mean you have to have it broken forever, you can reinstate it. But just think about those kind of paradigms that we've chosen to live within, that we don't revisit.

They're just not revisited, and the agency that we have ... You know, in our 20s we had all this agency, I don't think we realized how much we had, and now in our 40s, 50s, 60s, we have a tremendous amount of agency we're not using,

David Phelps: Yes.

Kelsey Ramsden: And this idea of, if you could break one rule, just one small rule, I would ask you to give it a whirl. Even if it's something, you know, super insignificant. I'll share one I just did, I was in New York City, and I like to consider myself knowing of things, particularly my business. So it's uncomfortable when I'm not a knower. And because I speak around the world, I went to this performance class, 'cause I thought performing would improve my speaking. And it was horrific, and terrifying, and people made ridiculous sounds, and their face, and the whole thing ...

It was like, my god it was like one of my ...

David Phelps: Another world, right?

Kelsey Ramsden: Totally. What am I doing here? I am a well put together person, and we are behaving like a bunch of sick idiots up in here. But I walked out of there with a realization of how very rigid, despite all of my practice,

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despite ... How very rigid I had become, and that this idea of play, even though mental play is really something, physical play, to me, had eluded me. And so had I not just challenged that one small thing ... no big deal, you weren't there and nobody else I knew was there, nobody would have known if I didn't say this ... has totally re-enlivened how I perform.

And now I'm excited about this talk again, and I can't wait to deliver it. So, I'm not offering the idea that everyone has to change their jobs. You may find life in the job you already have by just challenging something that you consider to be the norm.

David Phelps: I love that, and to just add on to your story, I did the same thing. I was challenged by somebody else who knew well how to help me with that rigidity, go sign up for an improv class. Oh my gosh. Same thing. 'Cause you talk about feeling stupid, and what are we doing here, and this has nothing to do with intellect and IQ, this is like really ... But it was challenging, and doing it, yeah, am I funny, can I stand up and just do standup comedy? No. But that wasn't the point, right? The point was I could be comfortable with myself and laugh when stuff didn't go right.

And see, my world, and a lot of the world's of people listening today, it's gotta be perfect. Oh, perfection, do not write or color outside the lines. It's like, it's a total different life when you can do that. You gotta wear different hats, sure. When you're a doctor, or a surgeon, yeah, you've gotta be within the lines, but man, the rest of your life, take that one off and chuck it.

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Kelsey, I love it. Take a risk to break your own rule. That just says it all. The book again is Success Hangover. Ignite your next act, screw your status quo, feel alive again, you can find the book on Amazon, you can connect with Kelsey at Kelsey, that's K-E-L-S-E-Y, Ramsden, R-A-M-S-D-E-N,.com. Kelsey@kelseyramsden.com is the email, and Instagram at Kelsey Ramsden. We'll put these links in the show notes, Kelsey, what a pleasure. I was looking forward to this.

I'm ignited today, thank you so much for your time, and I just hope people will take a piece of this message seriously. I don't sell books, you don't sell books, you're selling transformation and helping people with their lives. Get the book. I mean, come on. It's a great read, and if you're listening to this and you're going, "Yeah, I hear what they're saying," get the book 'cause it'll take you on a deeper dive and you'll start discovering things about yourself. And once you've let go of the rules that you've encapsulated your life in, that you need to start breaking some.

Kelsey, well done. Well done.

Kelsey Ramsden: Thanks for having me. There is nothing like feeling alive.

David Phelps: Absolutely. Talk to you soon.

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