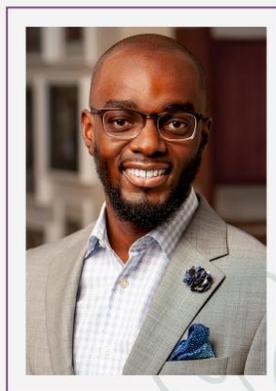


 **YOUR PERMISSION PRESCRIPTION**  
with Nancy Levin

**EPISODE 63**

## How to use Dramatic Demonstration to Build Your Business Through Storytelling with Jude Charles



**Jude:** She gets a text message from her client. And in the text message, there's a picture. And then the, the text, the picture is of an empty airplane. The text says, this is the first time in my life, she's in her forties, the first time in my life. I'm on an airplane and I don't have to ask for a seatbelt extension.

**Nancy:** Wow

**Jude:** So when you talk about making a connection that makes it easier for someone to just get it. I said, that's the easiest and shortest story that I've heard. This is a moment in time, right? That this woman is going on an airplane. She does not have to go through, you can call it whatever the embarrassment, the being uncomfortable, the anxiety of asking for a seatbelt extension.

**Nancy:** Yeah. And right there it's, I mean, for me, I just felt freedom, you know? I instantaneously felt freedom.

Hi, and welcome to Your Permission Prescription, the podcast that shows you how to confidently say yes to you and consciously create the life you desire. Hopefully you've heard the big news by now. My next book is coming out on September 6th. It's called *The Art of Change: a guided journal, eight weeks to making a meaningful shift in your life.*

Now, this is so much more than just a journal. This guided journal is based on a powerful process I developed and it's proven to help people make big, meaningful changes in their lives that actually stick. *The Art of Change* is the next best thing to having me by your side, providing you with tools and prompts to bring about the changes you want in your life.

And to celebrate the release of my sixth book. I've got a gift for you for a limited time, everyone who orders *The Art of Change* will be able to claim a very special bonus. I recorded an audio program. Called *Eight Dimensions of Reinventing Yourself*. This audio is the perfect companion to *The Art of Change* and will go on sale soon after the book is released.

But for now, we are offering it for free to everyone. Who orders my book in *Eight Dimensions of Reinventing Yourself*. You'll receive specific teachings on the concepts of reinvention to contemplate. You'll be guided through explorations of discovery. So you can take action and you can keep me in your ears, just like you do when listening to my podcast, you can learn more about *The Art of Change* and how to claim your bonus at [Nancylevin.com/journal](http://Nancylevin.com/journal). Now let's get into today's episode.

Welcome back to another episode of *Your Permission Prescription*. And I am very excited today to have a conversation with my guest, Jude Charles. For over 15 years, Jude Charles has been producing documentaries for entrepreneurs. He has produced stories for Google. Steve Harvey and dozens of visionary CEOs.

Jude is the author of *Dramatic Demonstration*. This book is a roadmap that teaches how to dig deep, to find compelling stories that no one else knows. And then leverage those stories to grow your business. Jude's mission is to lead and empower entrepreneurs to have relentless, unwavering courage. Welcome, Jude.

**Jude:** Nancy, thank you. Thank you for having me and thank you for such a beautiful intro, too. You have a very calming voice so that I'd love to hear that bio as you're reading it.

**Nancy:** Thank you. Thank you. I'm really looking forward to our conversation. I love this idea of documentaries for entrepreneurs. So yes, I of course want to unpack that and find out from you for our listeners, what that actually means.

I've checked a few out on your website. And I also know that you are a. An expert storyteller and crafter of stories. So I certainly wanna talk about that. And then I also know that you dig talking about burnout, so we will of course cover that.

**Jude:** Yes, yes. A very important topic in our times.

**Nancy:** Yeah. I agree. Especially for entrepreneurs, because I know from my own experience transitioning out of, nine to five corporate into working for myself, it's very easy, especially for those of us who happen to have a workaholic nature, to just work all the time. And you know, I often talk about the ways that boundaries are what prevent burnout. And I'm like looking forward to hearing from you about your experience with burnout and how to overcome.

**Jude:** Yeah. There's a lot, I have to say about that, but yeah, looking forward to it as well.

**Nancy:** Before we dive into all the goodies, I would love to hear about how you got here from wherever you were before.

**Jude:** I was 17 years old in a TV production classroom. When my teacher at the time Mrs. Donnelly she taught me everything she knew about video production. I was in high school. And then at the end of the year, close to the end of the school year, she said, Jude, you're really, really talented at video production.

I think you should start a business. And then the following day, May 5th, 2006, Mrs. Donnelly came to the classroom and she handed me my first set of business cards, which I have to this day. And that is how I got started. I mean, I loved storytelling from a very early age. I don't know why. I don't know what got me into it, but Mrs. Donnelly saw that passion decided to teach me everything she knew.

I was, and still am the youngest of 10 children. But I didn't know anything about being an entrepreneur. And so I failed my first five years in business, meaning that I struggled to make money. I struggled to make \$20,000 a year. And then I had a client who had a really big success with the documentary that I created for her.

And that's really what turned everything around because it, it showed me one. I had something valuable, but two, I just needed to learn how to market and sell it to others. And that's how 15 years later, 16 years actually now I wake up every morning, producing stories, producing stories for entrepreneurs.

And now I also help, I consult with entrepreneurs on how to leverage the stories they have in their business. But that's how I got here. It's Mrs. Donnelly. I always tell her she's still alive and still teaching today. And I always tell her. I would not be where I am if it were not for her. Yes. I had to put in the work, but she lended me, her courage, her belief in me to get me started.

And that is why I'm sitting here with you today and sharing parts of my story.

**Nancy:** I love this. I often say one of my favorite things about being a coach is. Really being able to hold the vision for my clients until they're able to hold it for themselves. Yes. And, you know, listener, Jude held up that very first business card and showed it to me, which is just so cool.

And really, she created that for you to support you in holding a vision before you even had the idea that you were creating a business. And it reminds me very much of my dear friend Wayne Dyer, who would often, before he started writing a book, he would have the art department at Hay House create the cover.

**Jude:** Oh, wow.

**Nancy:** And he would put the cover on some other book, but he would, so he would have that mockup in front of him as he was writing. So he already saw, in some ways, the end result and he had to write himself there. So it reminds me, you know, of holding up that business card that you had even before you had your business.

**Jude:** I love it. I actually didn't know that about Wayne Dyer. I'm familiar with Wayne Dyer, but that's a, that's a fascinating way of making sure to push yourself to the goal that you really want. I wrote a book last year, but I'm thinking of writing two more books and I will say it was hard to write a book.

But to, but to envision it in that way, I think visualization is so powerful to being able to finally see what you can't see. Right. I always, I always say There's a difference between vision and perspective. We're all born with eyes. So we have an ability to see, but without the right set of lenses, I happen to wear glasses without the right set of lenses.

I can't read the words from far away, right? Yeah. It's the same thing. I think in business, without the right set of lenses, without the right perspective, it's hard to keep going. Business is hard. It's not easy. Being an entrepreneur, being a freelancer is hard. But I love that from Wayne Dyer, I'm actually gonna steal that because like I said,

I have two more books that I'm writing and it's, it's not easy to push yourself every morning, especially if you may not have a deadline or something like that. But I love it. I love that idea of visualizing it before it's done.

**Nancy:** I'm so glad. Great. So, something that's really interesting to me about the way that you incorporate storytelling really is aligned with what I teach inside of my Levin Life Coach Academy training and certification program. And that is that really our golden key to marketing ourselves is our own history, our own experience, our own story. And I'm often met with students who will say some sort of version of, but I don't have a dramatic story. I would love to hear what you have to say about that.

**Jude:** For years, I never shared the story about Mrs. Donnelly giving me the set of business cards, because I believed the same thing. I don't have a dramatic story. I don't have a rag to riches story. I, I wasn't born poor necessarily. Like we weren't rich, but we weren't poor either. I didn't have any crazy accident at an early age or almost die, at least not in my younger, younger career.

And so I believe the same thing, but the power of storytelling is that if you're alive, if you're breathing, we each have a story to tell. And that is the important part. It doesn't have to be dramatic as much as it just needs to connect with the person either you're speaking to on video or the person you're sitting across, who are you?

That's really what they're asking when they're sitting next to you, who are you? Especially the first time they meet you, who are you? What often helps to break down that barrier break down that wall is your story. And so you don't have to have a dramatic story, but you have a story and it's important to own that story.

The reason I started sharing the Mrs. Donnelly story is because I think someone might have asked me the same question, how did you get started? And I talked about the business card and they, I, I noticed how they responded to it. They leaned in and they asked so many more

questions and that's when I realized, wait, this is, this is actually a cool story that I should be sharing with others.

I think as you who are thinking about like, how do I connect more deeply, especially in the noise that exists today in social media and all these other things. It's your story. It's the weird, funny part. It doesn't have to be dramatic. It just needs to connect. It needs to be a very specific moment in time.

That's what a story is. That's right. That shares the experience that you've had and what you've learned from that experience.

**Nancy:** Yeah, I couldn't agree more. And I, I often teach in the Hay House writer's workshop as well. And we're talking to aspiring authors who are writing some kind of memoir or teaching memoir, prescriptive nonfiction, but you know, that that voice of self-doubt comes in of who am I?

Who am I to tell a story or who am I to tell my story? Or why is my story important? And we all have our, we all have our own stories. We, every single one of us has some story that allows someone else to resonate, that allows someone else to connect. And I think it's invaluable. And I think it's essential that we share those stories.

**Jude:** Absolutely, it's essential to. What we're desiring, especially after 2020, the pandemic we're desiring human connection. Real human connection. Right. Never before, at least in our lifetime. Have we ever had a moment where we were forced to stay away from people. I, I didn't see my mother for two years.

She was in the high risk category. So I didn't see her for two years. Never before have we desired and appreciated now the friendships we have. The family that we have around us, the people that truly care about us, right? We all, no matter where you were in the world, you experienced the exact same thing. In different ways, in different ways, but it's the exact same thing.

And so, yes, that's why it's important to share your story. Story is not a buzzword. It, it has become one. But the, the importance of understanding why story is so important, no matter what you do, whether it's in your career, in your business, even if you're a parent and you're looking to persuade your child to do something, use a story.

And that story will help convey the point much easier than just do it because I said so.

**Nancy:** Beautiful. I agree with you. Yeah, I agree. So let's talk a little bit about these documentaries for entrepreneurs and the way that you personally are using video and visual storytelling. And how you are supporting your clients to leverage these for their business.

**Jude:** I do an exercise called the roadmap strategy session in that roadmap strategy session. I love the word you used earlier, which is history. I am looking for their history from the day that

they were born to where they are today. How did you get here? And what we're looking to do is connect the dots. I, I like to say I'm a detective and I'm searching for the truth.

I wanna know what your core values are, your core philosophies and beliefs, and then the core stories that have led you to this point. But I'm searching for the truth because. We take those core values, core philosophies and beliefs. And I look to bring it to life in a real form through video so that I called dramatic demonstration.

The first part of road mapping is dramatic clarity. The second part is dramatic demonstration. In dramatic demonstration, I'm bringing that to life, but here's where I search for the truth because I'm documenting real life as it happens. If you happen to watch there's a client I work with his name is Stefan Georgi.

He's a copywriter, but if you happen to watch the beginning of his docu-series, it has nothing to do with him being a copywriter. Instead, it has to do with him being a dad. He's playing, he's sitting on the edge of a couch playing his guitar, and then his daughter comes into the scene. I won't ruin the moment.

I wanna encourage you to go watch it, but that moment shows who he is, not just the thing that he does, which happens to be a copywriter entrepreneur. And then finally, the last part, so dramatic clarity is, is we get clear on who you are and what you're about dramatic demonstration. We bring that to life and video form, but dramatic leverage.

Is where you're, where we share that to connect with your audience, connect with the right people in your tribe. You wanna attract the right people, repel the wrong people from at least from your tribe and your audience, because the people you're looking to help, again, they wanna know who you are. Why should I pay attention to you?

Why you Nancy? Why. That's really the question they're asking today. Why you, why should I choose to listen to you? Listen to your podcast, be in your coaching program instead of any and other option available to me. In the documentary that I create or the documentary series that I create for my clients, we're answering that question, but then we're sharing that story over and over and over and over again, I myself have happened to have been on at least a hundred podcasts by now, as a guest.

The Mrs. Donnelly story. There's no doubt on every one of them I've shared that in some way or some form, right. because that's who I, that talks about who I am and why I have this relentless unwavering courage. Cause I got it at 17. Mrs. Donnelly gave me that really? If you think about it. And so that's how I walked through with telling my client stories through documentary form.

We bring it to life. I help them in the beginning get really clear. We bring it to life and then they leverage it later on.

**Nancy:** So it makes me think about again, sort of a buzzword, your signature story. I know that when I started really speaking a lot to large audiences, learned a technique of sort of stringing

the beads together, which are the dots connecting and how to, how to do a 20 minute talk, how to do a 90 minute talk.

And it's really, it's really essentially know where I'm gonna begin, know where I'm gonna end. And then what are the stories in between? But like you said before, It's, first of all, it's much easier to remember a story and as you said, it's much more compelling to share a story and experience the resonance from people on the other side of it and have them find themselves inside my story.

**Jude:** Yeah. And it's, it's easier to remember a story because we tell stories every single day. If you happen to work at an office and you get home and your spouse asks, how was your day? You go into the very specific moment in time, right? Either someone made you really happy today, or someone really pissed you off.

Right. And you tell that story. You tell that experience. You tell the details of that experience. Here's what happened first. Here's what happened next. Here's what happened right after You know, I think about the day that I woke up at 7:00 AM, just about my teeth were clenched. My heart was racing, but I couldn't move my body.

And I had no idea what was happening. It felt like I was completely paralyzed. I laid there for about two hours. And then finally I called my therapist and I said, Hey, I don't know what's happening here. But at one moment I was paralyzed. The next I'm able to move. I don't think this is physical. I think it's mental.

I go to see my therapist. And that is how I ended up diagnosed with burnout, burnout, depression, and anxiety, depression, anxiety came later. But that moment in time where I mentioned my teeth are clenched, my heart is racing. My eyes are open, but I can move my body. I can see that as vividly, that happened two years ago, October 10th, 2020.

But I can see that as vividly in 2022, as we're talking about it, that is the power of a story. And why it's easier to remember. You said that, cuz it is, it truly is easier to remember. Yeah. It's not about remembering your framework or even talking about how great you are. It's what is the story that shares the journey that you've been on, right.

It's, it's easy to remember that story and it's easier, even if you get lost on stage, you don't know where you go next, go into a story. Really.

**Nancy:** Absolutely true.

**Jude:** I've done that before. I've done that before. I've had clients who told me they've done that before, where it's like. Oh, wait. She realized she was lost in what she was saying, but she just switched it to another story.

And the story brought her back to where she wanted to go. Storytelling is the key. It's the key that drives any and everything that we do. I talk about mindset and changing the story that's in

your head. When you change the story that's in your head. You can change your perspective Cause you see it differently now.

Totally. But again, I, I can geek out about this for another hour, but yes, I agree with you. It's easy if you hear nothing else that Nancy and I are talking about, it's easy. Don't you wanna make your life easier?

**Nancy:** Hell yeah. Yes. Well, and I will say this and I wonder what you think about this. I haven't thought about this in a while.

When I first started speaking on stage. I was real and I'm a, so I'm a poet. I have a Master's degree in poetry. I'm very attached to language and words. So I would go out on stage and it wasn't that I memorized a script or anything. I just went out and spoke, but I was. Would come off and immediately beat myself up for all the things that I didn't say or didn't say the way I wanted to say them.

And it was really a major, it was a major transition for me to then be able to step into. It's not really about what comes out of my mouth. It's the transmission. And I, the Maya Angelou quote, but that I'm gonna say totally wrong right now, but something about, it's not about what you say or, you'll, people will always remember how you made them feel.

And I think that that's really true. I think part of storytelling is, is that transmission of someone really getting it on a visceral and cellular level beyond their ears.

**Jude:** It is a transformation. One of the best and easiest transformation stories that I've heard is of a fitness coach who coaches women who are over 40 and she gets a text message.

From her client and in the text message, there's a picture. And then the, the text, the picture is of an empty airplane. The text says this is the first time in my life, she's in her forties, the first time in my life. I'm on an airplane and I don't have to ask for a seatbelt extension.

**Nancy:** Wow.

**Jude:** So when you talk about making a connection, that makes it easier for someone to just get it.

Like I said, that's the easiest and shortest story that I've heard. This is a moment in time, right. That this woman is going on an airplane and she does not have to go through, you can call it whatever the embarrassment, right? The being uncomfortable, the anxiety of asking for a seatbelt extension.

**Nancy:** Yeah. And right there it's, I mean, for me, I just felt freedom. It instantaneously felt freedom.

**Jude:** Yeah. That's what it's all about. When you can transmit, as you said, the emotion, the connection, the reality of a moment. It's everything. It's everything. The reason we connect with

an Apple product or the reason we connect with headphones, even it is because of, so Apple product is because of the story of Steve Jobs.

And the stories that he continued to reinforce over years, that even as he's passed away, the stories live beyond him. Or the headphones. I mentioned headphones with Beats by Dre. Dr. Dre was a producer and a music. He was a music producer and an artist. It was his love of music and how to listen to the music, the stories that he's experienced over and over and over.

Right. That is what personally I'm passionate about. It is because, so I've been I read a lot of books and I'm going on this journey of reading instead of reading self-help books, I read biographies. Because I've reached a moment in my life where it's not just about the "How to" but the "Why." What were you thinking and why were you thinking it in that moment?

Right. And so, like I read, I've read a, one of my favorites, Hot Seat by Jeff Immelt, I think it's Immelt. He was the CEO of General Electric. He took over after Jack Welch retired, so if he, and if you don't know who Jack Welch is, he was considered at the time, the, the greatest CEO of all time. And when Jeff took over, Jeff took over September 10th, 2001.

**Nancy:** Woo.

**Jude:** Exactly. The following day was September 11th and General Electric is one of the big conglomerates that is invested highly into making airplanes, making engines and parts for airplanes. And they were, I believe there were two of the four airplanes that were involved in the crash planes that they had actually built.

How do you take over after? Right. Like, I think of the moments in my life where it's like, okay, I don't think I can go on. You're taking over a company. When you already, you already, the odds are against you, cuz you're taking over one of the best CEOs of all time, but then September 11th happens the next day.

How do you climb out of that? And literally the book hot seat starts from that day. It starts from September 10th where he's taking over for Jack Welch and then it goes into telling his story, his history and everything that happened. He, he was CEO of general electric for 17 years, but he tells that entire history and the entire story.

Again, it's the stories that we remember. It's the stories that keep us going. When I burned out and I needed to find my way back when I needed to reinvent myself, that was one of the stories that helped it was being in the hot seat. Right. And so, yeah, storytelling is, it's not just, I don't talk about it passionately because it's part of my career.

I talk about it because it has truly changed my life.

**Nancy:** Hi there. Before we get into the next half of today's episode, I wanna make sure you know, that my next book is coming out very soon. It's called The Art of Change: a guided journal, eight weeks to making a meaningful shift in your life. While this is my sixth book, The Art

of Change is very unique. From the other books I've written in it, I provide a guided eight week journaling process that has proven to make the changes you desire happen in your life.

This model of reinvention has been tried and tested over many years and will teach you to bring what you want into your life while releasing what no longer serves. For a limited time when you order *The Art of Change*, you can claim a special bonus audio I recorded called *Eight Dimensions of Reinventing Yourself*.

This audio is the perfect companion to *The Art of Change* and will go on sale soon after the book is released. But for a short time, we are offering it to you for free. Go to [Nancylevin.com/journal](http://Nancylevin.com/journal) to learn more about *The Art of Change* and to claim your bonus.

Let's talk about burnout. Let's talk about, you mentioned the day you woke up and you couldn't move and then being diagnosed with burnout. So what. What led to the burnout and how did you, as you just mentioned, you know, how did you get yourself out of it?

**Jude:** What led to the burnout is October 10th, 2020 is when the, that day happened.

I was paralyzed. What, what happened is. When the pandemic happened in March of 2020, I was still one of five people on an airplane still traveling. So in my work as a filmmaker, when I'm documenting my clients, I fly to them. So at that time I was still working with Stefan Georgi and another client.

Stefan was in San Diego. I had another client, Darnielle, who was in Delaware, and I was still traveling to. They were still working. They happened to run online businesses. The pandemic didn't really affect them as much. And so I continued working, but by June I remember resenting the fact that I saw all of my friends and family getting time off, but I was still working.

And part of why I was still working was because I had started my business in 2006, two years later was the 2008 recession. I remember what it was like not to make a dollar for 6 months. And I was just like, oh, this is it. It's gonna happen again. Right. And so I was working out of fear, but the first initial impetus of realizing something is wrong mentally was the resentment in June.

And then the physical manifestation was in October. And so, like I mentioned, I, the first thing I did was seek help. I went to go see a therapist because I was just like, I know this isn't physical. Like physically, I feel okay. Although I couldn't move. Physically I felt okay. And we just started to work.

One, we worked backwards into understanding why I was burnt out, but two, just putting a plan in place. I think the biggest difference that I've in this last two years, cause I'm still going through burnout. But the biggest difference I've made is that I changed the system in the way that I work. So I had started the business at 17.

Pride myself that in my twenties, I would hustle and just do the hard work and, you know, figure it out. But I'm now in my thirties, what I did in my twenties doesn't work for me anymore in my

thirties. I also don't need to hustle as much cuz I have built a successful business. Right. But I never had, I never made that shift.

And even though I took two years off, I'm sorry. Not two years off. I took, I take two months off every year, since 2013. I've been doing that November to December. But the problem would be that that would go from January to October and I would race to November to December. So by the time it would take me a whole month just to decompress.

And then I'd have December to, you know, breathe. What I do now is that I, June in December, so as we're recording this, I'm just now coming off, I call it my sabbaticals. I'm just now coming off of sabbatical for the whole month of June. I took time off. I slowed down. What I do in December is I completely unplug.

So I'm not on social media. I'm not doing podcasts. I'm not working with clients. I'm not even seeing family and friends. I am completely unplugged from the world so that I can de-stimulate myself. Yes. Right. And so I love, I

**Nancy:** love that word de stimulate. Yes. Yes.

**Jude:** It's important. I think we are. I'll speak for myself.

I know I'm overstimulated between, between social media, clients. I work very intimately and deeply with my clients. Mm-hmm I only take on up to five clients a year. But I'm very ingrained in their businesses. Although I'm an entrepreneur and I do my own thing. I'm very ingrained in that.

Yeah. And so between social media, my clients, my team. And then I'm, I have a personal life outside, like I'm over stimulated, and, what I built in is buffers to de-stimulate myself to change the system in the way in which I work. I do understand I'm an introvert and so I need that time off, not even just June and December, but even throughout the week.

Right. So that was the second biggest, the first thing is I seeked help. The second thing is I changed the system in which I work and how I live really. The third thing is I just, I exercise once a day, but that means even if it's going for a walk for 30 minutes, I need to just slow down, stop and breathe.

And so I go for a walk 30 minutes. It's either in the morning, we're at night. And then I think the fourth biggest thing that came out of this. So I I'd mentioned, I take every December off the biggest thing that came out of it in December, 2021. So I was diagnosed October 2020. I did take December. I took October all the way to December off just to go through the process and understand what was happening, but I really didn't recover and all that.

So December of 2021, when I went away for a cab, I went to a cabin. And the clarity that came out of that for me was it's time to retire. Hmm. By 2026, I am retiring completely from video production. At that point in my life, I will have been in video production for 20 years. Yeah. I will be 37 at that point.

And I still have a lot to do and a lot of life to live. And I realize a big part of my stress. I didn't mention this burnout is a heightened level of stress over time. Like, we are gonna always have stress, right. Which you're meant in life to go up and down, you have the stress, but then you come down from the stress.

Yeah. I didn't come down from the stress, but the heightened part of that, the reason I had so much stress was because of the video production business, as much as I love it. It also brought the most amount of stress. And I realized, you know what, you've done it. You did the one thing you wanted to do, which is start the business, build the business to successful.

There's so much more into you to walk away from it. And do the next thing. And so that's the fourth thing that came out of it is I realized it's time to retire and do something else, to live out my mission and vision in a deeper way. And so I'll take I'm, I plan on taking a year sabbatical completely one year off to, and before I go into the next thing but yeah, that's what came out of it for me is I went through this journey of reinvention.

Yes. I had an identity crisis. That's really what happened. I had an identity crisis because when I was told that I had burnout, depression and anxiety, I was also told I couldn't work as much, but I found my worth and my value in working. So now my identity has to change. And instead of going from doing so many things, I have to just learn how to be.

And that was hard for me. Still is hard for me if I'm honest. But to go from. Process of reinvention to go from just doing, to being that's what I learned out of. And I'm still learning out of this process of going through burnout. It is that there's so much more to life than just doing. Who are you?

When you're not working, who are you? And so that's, that's the process I've been through.

**Nancy:** Yeah. You, you know, we are very aligned. You're speaking my language. That's really what my book Worthy is all about. You know, what happens when you, when you have been identifying your worth and value by what you do, what you produce, what you achieve and how to actually own your own worth as your birthright, as opposed to something that you have to prove.

And also, I have to say I so appreciate everything you've shared. I really resonate with so much of it in this piece, you know, of the identity crisis. I very similar experience. And then. You know, reinvention.

In fact, my sixth book is coming out in September and it's called The Art of Change and it is about the Eight Dimensions of Reinvention. So it's, we are very aligned. Amazing. Yes. Yeah. And you know, to look at the ways, you know, as you mentioned, resentment being, being one of the awarenesses you had around your burnout.

And I will often say resentment is one of the telltale signs, a boundary needs to be put into place. And then you really clearly outlined the boundaries you put in place for yourself. To be able to, however, I don't know. What, what language do you use to manage your burnout to.

**Jude:** What would you say?

Yeah. To manage it because I'm still in it, so definitely to manage it. I think also to make sure not to get back to that place, because, so what I discovered in therapy is that there was a physical manifestation in 2020, but I had, we had pinpointed the, the initial moment that led to burnout. It was in 2018 where I almost died and I won't go into that long drawn out story.

But, it was a level of fear that never left after that. One, I had never processed it. So back then I didn't have a therapist and I had never processed through it. And so, I had began to operate out of fear mindset. I have come to realize mindset is a muscle that you have to keep working. Otherwise, you will just like any other muscle.

It will, there will be atrophy, right. And so, but 2018, 2019, I stopped working that muscle. I had some good mindset principles, but I had stopped working it by 2018, 2019. And so, yeah, I think I'm managing the burnout, another thing that another boundary and I love the word boundary.

I actually haven't used it in that way, but another boundary I've created at least in this season is that I only work three days a week. So I only work Tuesday, Wednesday, Thursday, and then Friday to Monday, it's, it's spontaneous. So it, it can be anything, but it's not work. Right, right. It's me just resting like this, this actual past weekend.

I just slept because that's what I needed. Right. And so, yeah, I think it is just managing and continuing to learn who I am in this season

**Nancy:** And listening to what you need.

**Jude:** Exactly. Yeah. the dude before this. Was great. Still is great, but the system needs to change. And like, yes, listening to what I need in that moment.

I became an entrepreneur for that reason. My father has since passed away, but he worked seven days a week and I knew I didn't want that for me. He was a great father provided, but I just did, there was a different way to do this and I wanted to find that way again. I lost my way over time. Because I had burnt out, but now I'm rebuilding that and managing, just being intentional.

I think that's what it comes down to just being intentional.

**Nancy:** Yeah. There's something I really love about what you shared a few moments ago when you said you were retiring from this, from this particular form. Yeah. Right. From this particular piece, exactly. From this particular piece of work and.

I've got 20 plus years on you, but, I'm sort of sitting here thinking, it sounds so weird for these words that are about to come outta my mouth, but, I was still from the generation. where we, you know, we got a job and thought we were gonna be in that job till we died. You know, so there's something really marvelous about you saying, okay.

At 37, I am closing the door on this chapter and I'm gonna see what's next and so much possibility, so much opportunity, so much unknown. And so, and I, and I see the desire in your, in your eyes of, okay, I'm gonna see what comes next. And I think that's amazing. I thought I was gonna be in a job forever.

I ended up leaving it to do what I'm doing now. Yeah. So you know, it, I did it a little later than you did but I still think that there's a mindset shift. You know, that needs to happen on a bigger level about giving ourselves permission to do that.

**Jude:** Absolutely. When I first started this career, I told myself I'd give myself 10 years to be successful.

The reason for that is because I didn't even wanna be the music artist who was trying to be successful 20 years later, despite never having any big success. Right. I did have success. And I was where I wanted to be after 10 years, but I had never created the exit plan. Cause I knew I didn't wanna do this forever.

My father was a construction worker. He did that for 30 might have been 34 years, I think, before he retired. But I got a chance to see him retire and he retired at 69 in the last five years is what he enjoyed before he passed away. But that's all, it was five years. Right. And so, again, I just saw that there was a different way to do this.

How can I do this a different way? And I think what burnout forced in a way was an awakening of realizing, Hey, you said you didn't wanna do this forever. What's the exit plan? What are you doing? What are you doing? And I think the most important thing to making sure not to give back to a place of burnout.

Is taking my time off seriously, which is why I, I mentioned after I retire, I'm gonna take a year off. But it is taking time off seriously because I think we just don't, in a world that we are overstimulated. We do not know what we think. What does Jude think? What does Nancy think? Without the outside noise?

Without the spouses, without the children? What do you think? And that's what I needed most is because, like I said, mindset is a muscle. If you're lifting the wrong thing or if you're lifting yeah. If you're lifting the wrong equipment. You could hurt yourself. And that's what I had begun to do is I hurt myself in going through burnout.

But it was an awakening that, Hey, what do you want? What do you really want?

**Nancy:** What do you really want? I love it.

**Jude:** And you have a choice. You have a choice to choose that you have a choice to make and saying, this is what I want. This is how I'm gonna go after it. This is why I'm going to go after it.

Right. And so you have a choice and I think we don't give ourselves enough permission to realize you have a choice, just choose wisely.

**Nancy:** Jude. I could. I feel like I could just talk to you forever. I, I so enjoy this conversation. Where can our listeners find you and follow you and all that good stuff?

**Jude:** The best place is my newsletter. So I have a newsletter called the Dramatic Leverage newsletter. I talk about leadership storytelling. All these experiences that I've had. My mission and vision is to, to help entrepreneurs have relentless courage. That is through that newsletter Dramatic Leverage newsletter, [judecharles.co/newsletter](http://judecharles.co/newsletter).

The relentless courage starts with these stories and just taking the first step and deciding what it is that you want, the choices. I expose you to the stories and the biographies I'm reading and the experiences that I've had that have helped me have courage. But you can do that through that newsletter, [Judecharles.co/forge/newsletter](http://Judecharles.co/forge/newsletter).

It's the best place to connect with me and, and to continue this conversation.

**Nancy:** I love it. And the name of our podcast is Your Permission Prescription. And as we leave, what would you invite our listeners to give themselves permission for?

**Jude:** Make a very intentional decision? To choose you. That's it.

**Nancy:** Yeah. I'm with you.

**Jude:** If you've listened to, and you've gotten to this point, everything that I've been talking about is a decision that I made, a choice that I made, to reinvent myself and to better myself. And that's why I, although I'm still going through burnout and all these other things, I am vocal about it. It was hard to be vocal about it in the beginning, because again, I, I had an identity crisis, but I realized the more I shared it, one, there were other people who were burnt out and didn't realize it, but to, it gave others permission.

So I'm giving you permission today, as you're listening to this. To make a decision to choose you, whatever that means for you,

**Nancy:** Jude. Thank you. You are a gem. I so appreciate this conversation,

**Jude:** Nancy. Thank you for having me and a shout out to Linda for connecting us. Linda Perry.

**Nancy:** Yes. Linda Perry to a good friend.

Yes.

**Jude:** Thank you for connecting us.

**Nancy:** And I'm so glad she did.

**Jude:** Yeah. Look forward to continuing this conversation and just, and just helping to free others.

**Nancy:** Me too. Thank you. Thanks Jude. And everybody listening, I'll be back here again with another episode next week.

Thanks so much for listening to today's episode. If you loved what you heard, I'd be so grateful if you'd leave a review and share your experience. Even better follow this podcast so you never miss a new episode. And if you'd like some extra support or guidance, head over to my Transform Together Facebook group for an engaged community.

Where you can speak your truth, receive inspiration and ask for help as you navigate life's journey, or visit my website, [Nancylevin.com](http://Nancylevin.com), where you can find resources to help guide your path to reclaiming what's truly important to you. Thanks again for joining me.