

Davia Roberts 0:03

Welcome to More Than a Therapist, a podcast for ambitious and creative clinicians who want to build careers beyond the couch. I'm your host Davia Roberts and I hope you're ready for today's session.

On today's episode, we're joined by Dr. Ebony Butler. Dr. Ebony is a Texas based psychologist and food relationship strategist who wrote and created the "Food is not Bae" book and podcast. And to be honest, Dr. Ebony has had an entrepreneurial spirit way before it was common practice among therapists. In fact, she has a coaching program called, "The Couch Reimagined," to support and guide like-minded therapists to envision their ideal careers beyond the couch.

Obviously, she has the resume and experience to discuss a myriad of career options beyond the couch, but I specifically wanted to bring her on the show so we can discuss how therapists can take their therapeutic genius, and turn them into products for fellow clinicians and therapy seekers. Because in 2020, she created an amazing product called My Therapy Cards and they have been so well received by fellow clinicians in the field, who use them with their clients, but also just everyday people who want additional resources to support their own healing journey. And I really love and admire her how Dr. Ebony took her skills, you know, in the in the therapy room, and turned them into something tangible for others. And I'm really excited that you're gonna hear from her today. So without further delay, I want to welcome Dr. Ebony Butler to the show and say thank you for joining.

Dr. Ebony Butler 1:31

Thank you so much for having me. I'm so super excited and thank you for the kind words.

Davia Roberts 1:35

You're very welcome. Like I didn't have to embellish. And I left quite a few things off.

Dr. Ebony Butler 1:41

Thank you, I appreciate that.

Davia Roberts 1:42

Like I really enjoyed just admiring your journey and that I've been able to witness just by following you on social media, and seeing all the things that you're doing. And even seeing like your public speaking engagements, like I didn't even mention that in the intro, but I'm like you do that too. So really, really awesome to see. Before we get into your My Therapy Cards, I want people to know like a little bit more about your background. Because I do believe seeing a person's full journey, not just the the huge milestones that get a lot of attention. But the full context really matters. So prior to the my therapy cards, a lot of your work is centered around like people's relationship with food. And I think it could be really easy, especially in Austin, Texas, you know, to build this practice, and just stick with that alone. And that be a very lucrative career be very impactful and just stay there and

not go any farther. Like what inspired you to number one, have the foresight to like brand yourself, and really create a lane for yourself beyond just direct services.

Dr. Ebony Butler 2:48

Yeah, thank you. Um, this is a good question. And always I like to answer it because it helps me understand where I'm coming from and kind of experience some gratitude for myself where things are now. And so I actually started out as a weight loss coach. So the way that it Yeah, the way that it happened was, it was weight loss. So in 2015, I partner with my sister and a business called My Sister's Keeper. And we were going to help other black women learn how to lose weight, like we lost weight. And so that was the tagline, like we've kept off, we've lost and kept off over 100 pounds to get there. And this is a thing. However, the more I grew, the more I learned. And I was a PhD by this time, too. I was already a psychologist, but I was also iffy about our ethics and guidelines. So I said, I don't want to do that therapy is what it is I work at the VA, that's what it is I got a job. But I also want to have my own business, I always knew that.

And so the weight loss coaching thing came up. And I started to learn more, I started to dive more into the wellness industry in understanding the history of weight loss. And I was like, Oh, this feels icky. This feels very, it feels very victim blaming, it feels very shameful. And it didn't sit right with me, it didn't align with me. And I'm a person who I tell people all the time, my business has to align with my values. My personal life may be in shambles at any given time. But my business life needs to needs to align. I'm super strict about my values, aligning in businesss, personal stuff will work out in therapy, but so I learned more and more and more. And I was like actually, diet culture is super oppressive, telling other black women that the only way they'll be good enough is exactly the same thing that I'm struggling with in my body image stuff.

So if I continue to tell other black women, people of color, that the only way you're going to love yourself or be good enough is if your body shrinks, is problematic. It's oppressive. And I didn't want to do that. And I started to think as well you know more about weight loss. I mean, you know more about the mind that you do about what diet culture brands itself on. So I said how do I bring in the relationship with things? That's where the food relationship came from and I said I don't want to focus on the scale, I want to focus on our relationship dynamics. So I didn't know what that name was going to be called. So I went from a weight loss coach to a wellness coach to a mindset strategist. And I was like, you know what, I'm just going to be a food relationship strategist. I don't know what that is. I don't know what you call it. But I'm just going to be that. And so that's honestly how it came about. I made up the name, and I stuck with it.

Davia Roberts 5:19

But I have to say... I really have to say I love the ability for you to pause, reassess, and say, this does not align with my own set of values. And it's one thing for us to enter a specific field or a niche and said, like, No, this, this is the norm, and having just the awareness and the commitment to not say, Well, I started it, so I have to stick with it.

Dr. Ebony Butler 5:45

No, I'm always gonna advocate for pivoting. If it doesn't feel right, pivot if it does everybody pivots, I always use the example of Beyonce because I mean, why not? But she did House of Dereon and I mean, we see what that was, and she pivoted, right. So if Beyonce can do House of Dereon, have that be what it was, and then now be this history maker, we can give ourselves grace and pivot to so

Davia Roberts 6:09

Beehive don't come for us.

Dr. Ebony Butler 6:10

Okay. Right.

Davia Roberts 6:11

We all recognize all right there was growth.

Dr. Ebony Butler 6:13

Yes. And that's growth, there's room to grow. So give yourself room to grow. And in business, you do not have to stick in the same lane. And I do the same thing with psychology. I'm always trying to, I'm always coming from a place of curiosity of does this align with me? Is this still... Does it still sit with me the same way, they just sat with me when I got my degree, do I still believe the same things because that it can be problematic if you're holding on to things that no longer work. And so that's how my whole career has shifted. And the you mentioned, and I know that we're going to get to this, but the me being a food relationship strategist, I want to teach people how to feel more empowered with food, not how to feel more guilt and shame. There's enough of that going around, they're gonna feel that when they walk into their doctor's office, I don't want to be a part of that. So that's honestly where I am with it still, I just don't have the time and space to practice like I want.

Davia Roberts 7:08

And no, totally understood. So once you reach that place where you're like, This is my specialty. And this is how I want to do the work. Like what was the process of taking it beyond just having the specialty when it comes to direct services. But moving to a podcast and writing a book? What was that process?

Dr. Ebony Butler 7:27

So my whole thought process is I want to serve more people, I can't serve more people doing one on one, I could serve a subset of people. But podcasting reaches more people, books reach more people. Also, when you think about brand awareness, you think about establishing credibility, establishing trust, books, establish credibility, books establish trust. So I wanted to add something to my portfolio that established me as an expert. I wanted also a platform where I could talk about my opinion, and I can give my opinion freely. Without it being you know, censored, whoever wanted to listen could come to that

space. So that was my thought process on it. I haven't been able to record since what 2021 Just because the therapy car took off in 2020, actually, the therapy cars took off and did what they did. And I thought I was going to be able to juggle all of this stuff. But I was like, something has got to go. Something had and I don't know what it is. But food relationship is still a very, very, very deep passion of mine. But I have to figure out a way to find more time in the day and I don't know if I'm gonna accomplish that or achieve that. But yeah, I wanted to establish credibility and create my submit myself as an expert in this area.

Davia Roberts 8:35

No, it sounds like you had a good problem or a good challenge to deal with like I have all these positive things going for me and I have all these skills. How do I prioritize because they haven't fallen by the wayside. You're just reprioritizing what needs your energy at the moment. But since you have had such good success with with each of these endeavors, I think it can be really easy to get locked into a certain specialty. And because like you said, writing this book helps you stand out as an expert and now people want you to speak on this thing and and talk about it further. And here the referrals because we know you for food relationship, right? How did you avoid being pigeon holed into just doing that?

Dr. Ebony Butler 9:22

Yeah, I want to say something about the book. I don't even promote the book anymore. I don't even sell the book directly anymore. It's only sold on Amazon because my beliefs do not align with the book anymore. So the book you'll see I tell people all the time you will see my thought process change chapters like one through seven or one through eight or something like that is complete weight loss wellness industry. You will see chapters seven and eight on you will see the food relationship stuff starting to come out. So I've always had in the back of my mind to that I want to do another book like you even look at the cover the cover and even doesn't even align with me anymore. It just it makes me cringe to see that I was even operating from a fatphobic lens even doing the book cover.

And I like to tell people that because people do think that in order for them to create their product, write their book that they have to be perfect in all the ways you put it out there, you will change. And when you change, you can be transparent about that change. So people can still buy the book if they want to. But just know that a lot of those thoughts don't still feel to... is still helpful, I think in some ways, but it just doesn't align with me. So I don't want to promote something that doesn't align with me that I think could potentially be hurtful or harmful or come across wrong. So that's that.

The way that I avoided kind of being pigeonholed is I found a way... I worked with a marketing coach, I found a way to separate my services by the time of the year. So what am I going to offer at what time so that allowed me to wear different hats, I think so many of us are trying to wear all the hats at once. And not realizing that each hat may have a season, food relationship stuff has a season, therapy stuff has a season too, believe it or

not. And so food relationship stuff is more the beginning of the year, late, late year, beginning of the year, type of thing. And so I was like, This is what I'm going to market now. Therapy stuff was before the Therapy Cards I would promote that after the food relationship stuff happened. So I was like, I'm a therapist. I'm a psychologist, I'm a full relationship strategist. Those were my two, two main services at the time. And so that's how I avoided being pigeonholed as I recognize what I recognize timing. And I will still call myself all of those. I'm a food relationship strategist. I'm a psychologist. And every time people met me, I'm a full relationship strategist. I'm a psychologist. And so I will just keep saying it, honestly, to make myself comfortable. But to let people know, this is more than what I do. This is one and this is how this informs this and vice versa.

Davia Roberts 11:42

You just freed me in a way that you don't even know. Because I love to do many of things. And I remember another creative here in DC, she's a photographer, and she was like, I recognize that my my job has seasons. She's like there are lulls. She was like that's just part that's just part of being a part of the field and you recognize the different highs and lows. And she was like that gives me the opportunity to dive into other projects. She was like, corporate, they're reviewing, they're reviewing all of their budgets right now certain, you know, certain times a year she was like, so guess what, that gives me energy to do other things. And for clinicians, we know when that holiday slump is about to happen. Yes, is a great time to start putting your effort into these other projects, whether it's consulting, speaking engagements, or there's products that you've had on your mind, it's like, this is the opportunity to do that. Because like you said it, you don't have to claim one singular identity, like we can have multiple, multiple layers. I love that focus,

Dr. Ebony Butler 12:49

We can give ourselves permission to be multi layered. I think that as clinicians, sometimes we think, Well, I got this degree, I got this license, that's all I need to do. And that's all I'm going to do. I remember one time somebody told me, I was doing food relationship stuff. And somebody made a comment. They were like, You got that PhD for nothing. And I was like, Okay, well, that's how you feel about it. Oh, yeah, people, let me tell you something, one thing people gonna do is be bold and have the audacity. So but but we know too, that people project their their wants and needs desires onto other people.

And so that was our limited understanding of what a PhD was, once I got my PhD, I was supposed to be off, sailing into the sunset, right? I wasn't supposed to be doing other things. I was only supposed to be doing therapy. But also, the person that it came from was dealing with their own body image stuff. So I can I can understand exactly where it came from. And it was, it was a family member at the time. So you know, I get it. But the people think once you get that degree, that's all your life should be. And I was met with that in corporate America, too. It's like, why are you doing something on the side? From people that my job at the time. Why are you doing something on site where you had this as your full time responsibility. I was like, y'all are paying me for that set of hours but you

don't get to dictate where I spend my time outside of here. And I think people really have a hard time understanding that.

Davia Roberts 14:14

They really do. And I don't know how or why there is this belief that once you get a degree, whether it is a master's or a doctorate, that your other passions fall by the wayside. Your other talents, they just disappeared and dried up. It's like, these ambitions, these interests are going to remain and there's nothing wrong with you finding a way to incorporate them into your career. They don't have to be a part of your nine to five that's okay.

Dr. Ebony Butler 14:41

That's right. That's right. That's right. It's elitist and is corporate America mindset we all think that the... You know, these degrees these licenses, they make us who we are and they're supposed to be our full identity not understanding that that's just a component of who I am. And I'm also made up of these other things.

Davia Roberts 14:57

Yeah, and our careers are simply a vessel for which we can share our talents and our experience, like it's not the only vessel.

Dr. Ebony Butler 15:06

That's right. That's right.

Davia Roberts 15:07

So you've written the book, you you have your seasons, you've gotten with this marketing coach. You're dabbling in many things at this point in your career. So I'm thinking it's probably around 2018 2019 when this is happening, and then 2020, something shifted the My Therapy Cards were born. But tell me, how did they even come about?

Dr. Ebony Butler 15:31

The pandemic, honestly, that that card deck was supposed to be a food relationship card deck.

Davia Roberts 15:37

What? I did not know that.

Dr. Ebony Butler 15:38

Yeah. That was supposed to be a food relationship coaching deck.

Davia Roberts 15:44

Yeah, walk me through that. How do we go from that to here?

Dr. Ebony Butler 15:48

So the pandemic, like literally, in 2019. I remember messaging my coach, and I remember saying, I got this idea. Can you help me with it? She was like, easy, easy. So I was putting together coaching questions like, so I could serve people it was going to be an extension of the book, the way that I think now around like how to have more peace and acceptance with how you look, those kinds of things, it was still going to be laid out the same, but it was going to be more food relationship questions, right?

The pandemic hits. And at the beginning of the year, I was actually putting together a retreat for women to come for us to have a weekend where we were going to do intensive work around our food relationship, here in Austin. It was going to be a whole experience and the pandemic hit... Of course, we couldn't do that. So I told her, I said, well, let's just put the cards on hold until after the pandemic, and she said, Absolutely not. Because of course, we thought the pandemic was gonna be over by the summer, right? I was like, I'm not coming out quite yet. Here we are. Here we are. I was like, let's wait, let's wait. Let's like people are struggling right now. That's when the idea people are struggling right now. What do people need right now?

That's when the therapy cards came out. And that's when I said, okay, food relationship stuff can wait, because oh, it was supposed to be food relationship stuff, my therapy cards in a few years. I said, let's back up. Let's do therapy cards now. We'll put the food relationship stuff on hold. So the project actually got moved up years and so I went to work with the questions. I hired a group of consultants, did some focus groups, fleshed out the questions, did a design, sent them to manufacturing, and they were ready by May. All of this happened between the end of February till May. It was a rapid, rapid, rapid process.

Davia Roberts 17:34

I am still stuck on the fact that you have these highly successful, My Therapy Cards that you were going to sit on for years.

Dr. Ebony Butler 17:45

Yeah. Yeah, I was. I was I was like, let's not do it. Let's not I don't want to do it. Yeah.

Davia Roberts 17:51

You're like, I'm not going to do it. It doesn't make sense right now. But I'm also not going to do the other ones either. Like let's just hold off on

Dr. Ebony Butler 17:57

Let's just hold off. People need therapy, this is what I told myself, people are struggling, people need therapy, people don't have money. This is why I talk about money so much, is because I struggle with the same limited mindset, like I'm counting other people's money, like people don't have money. People showed me... No, we have money for what we need. Right. And so that was a huge lesson for me, too. But this is what was needed. I said, well,

people can't. So many people were calling. So many people were calling they were in the house. It's like I need therapy, and I'm having to turn people away, having to turn people away.

By this time, I'm getting more comfortable with my identity as a therapist on Instagram and social media too. You can see the the switch, it starts to happen around about 2019 ish, early 2019. So I'm slowly becoming comfortable with identity as a therapist and figuring out that I'm not violating any ethics and all that stuff. So I started talking about therapy more, therapy more. And then so people started reaching out. They're like, can you be my therapist. I said no, I'm licensed in Texas and no, I don't accept insurance. So the therapy cards were gonna wait, but also, this may be a good time...

And I didn't come up with this all by myself. With my coach, we were like this may be a good time to give people what they need to help address some of the shortcomings, that y'all have to face within this field. Everybody's at home, people need help. How can you make sure these cards are something that people can use at home and that they don't have to have a therapist or have money that they may not have or insurance that may not be working to actually do some work while we're all in the house? So that's what I was like, Okay, I'm gonna do it. I'm gonna do it. And then they took a life of their own. And it was, it was a perfect blend of timing, opportunity, need, meeting readiness... to be quite honest.

Davia Roberts 19:42

But it also speaks to the importance to having someone push you along the journey. Yeah. Because it's easy to talk ourselves out of something.

Dr. Ebony Butler 19:51

If it were up to me, it was not going to happen. If it were up to me. It was not gonna happen. She was like, Nope, it's gonna happen. Now I was like, Okay, let's do it.

Davia Roberts 20:00

Like, I just paid you to bully me. All right?

Dr. Ebony Butler 20:03

This is what I'm paying you for. Okay, let's do it. Let's do it scared. And I was so, so so scared.

Davia Roberts 20:10

Okay, can you actually walk us through the process of you creating the product? Because I mean, you just drop in, you're like, I went from food strategy. No, we're at home. What are ways that they can tap into this healing process? And I'm here in focus groups. And I'm like, wait a minute, wait a minute, walk us through it.

Dr. Ebony Butler 20:26

Yeah, everybody was at home. And so I said, I got these questions. I keep the like, all the time. I'm just like writing down questions that come to me. And so they were already in my notes. Part of working with the strategist is helping you structure and get things out of your head or marketing strategies, helping you get things out of your head that you may not be otherwise able to organize. Right? So working with her, I was able to come up with my own framework that guides how I approached a food relationship, how I approach therapy.

So I use that framework to organize those questions. And I said, What are the most important set of questions that people will need right now. And I want to target black women. And so I put those questions in a card deck. That's why you will see in the initial card deck, they are, there are 12 cards, and then three blank cards. But then with the teens, there are 13, there are 14 cards, one blank card, the mandate, there are no blank cards. So the product improved as we learned more about what people needed, but the initial deck, I was like, I'm gonna give people these questions. I don't want to just feed them all the questions. I want them to have space to create their own questions, and I want therapists to be able to put their own questions in there, too. Because I'm not a therapist who thinks I know everything. I know, other therapists have amazing questions that they can ask their clients too, right. So I was like, let them put those on those cards and ask in a way that will help reach their clients. So that's what we did. And I went through the questions.

People were like, No, I got what other therapists but I know that's not going to work, that's not going to work, this is going to work, you need to ask that differently. And so we were really like working fast to make this happen. And I worked with a designer, who was actually right here in Austin, he I, I actually learned a lot about design work. And I actually chose, picked, created my own design. And he put it on the cards. So a lot of these things I did, I found the art, I edited the art, I put it on the card, and I gave it to him and he organized and cleaned it up in a way that would look marketable, right? But I chose all of this is my work and so I'm very proud of it. But he just kind of gotten to a point now where it was able to be published on a card or printed on a card. So the that happened. And then I got a sample deck, by May. By it came in my birthday is May 20th. The sample deck came in like May 19th, I think, May 19th, or may 20th. I don't know when I got it.

Davia Roberts 22:44

Happy Birthday to you.

Dr. Ebony Butler 22:43

And you'll see the video, the launch video is literally me in the car, opening this card deck in... like screaming, fanning out on myself, because I couldn't believe it. I only had about 10 decks in my hand in inventory. So I showed the people the decks, and we went into preorder mode, and I said, Well, my goal was only to make... I laugh now, but it's a blessing. And my goal was like we're gonna make \$5,000 a quarter. That's all I want to make \$5,000

a quarter. And these cards have surpassed that in a way that my mind couldn't even grapple with at that time. But that's literally all I wanted. So I let the need tell me how much to order. I let the need tell me how much people wanted more of this. And so I listened, I did homework... people were like, okay, where are the boys? And of course, when you make something for black women... black women are like, okay, but what about our men? And so I was like, it's coming, it's coming. But I made sure not to do the men first before the teens, because I wanted women and girls to have something for ourselves. I feel like so many times, as Black women, girls will always be worried about our Black men, naturally we are. But also let us just enjoy this moment to have something for ourselves. So that's why the man didn't come out until 2021... 2020? 2022. 2022 actually.

Davia Roberts 22:50

But we're not going to bypass the fact that you started out with your original deck and was like, oh, we can expand to teens, we can expand to men.

Dr. Ebony Butler 24:15

Yeah, it wasn't what I wanted to do. This is what the people want. My goal was to do the women then do a couple and they were like, no, we want teens. We want men and I said okay, I'm listening. I'm listening. And so this is where you sometimes have to get out of your own way to listen to what your community is telling you that they need. What about the men and then all the stuff was happening with Black men? And they were like, Well, what about the men? What about the man? What about the men and so we got the teen girls and we got the teens out. And then we did the men last.

Davia Roberts 24:46

And your audience let you know exactly what they were seeking. Yeah.

Dr. Ebony Butler 24:51

And I appreciate them for that. They let me know we don't like them blank cards. We want you to tell us what to do. They still no blank. But actually we are in production mode now to My Therapy Cards 2.0. They'll be released in May. So it will be this will be the anniversary of that all those. So three year anniversary though. So I'm excited about that your

Davia Roberts 25:15

Your baby is growing up.

Dr. Ebony Butler 25:16

My baby is growing up. Yeah.

Davia Roberts 25:18

Well, I mean, you took on a very hands-on approach, it wasn't here's my idea. Now create it, you essentially had the ideas, you outlined it, you did the work, and you simply had somebody find to fine tune it, and then put it out there. You were already working with a

coach because that's what gave me the kick in the pants to say no, you're still going to move forward with it. But what role did they play in guiding you especially when it came to marketing, finding a manufacturer like all of that. What was that process like for you?

Dr. Ebony Butler 25:51

We were hands on. I love this marketing coach so much, because not only did she hear my idea, she did her homework. And so would send me all kinds of stuff, she was like I ordered this card deck for you, you need to study this card deck, go buy this card deck, go buy that card deck. I went here and I found out that this person produces card decks. And so she was really hands on in the entire process. And I learned about vendors and manufacturing through her because she was also trying to figure out and vet people, right. And so when we finally found somebody who was actually credible, we went with them. And so she kind of was like you need to make the contact. And so this is kind of like the homework stuff of what I had to do when it came to marketing. She helped me understand that you can launch it like you can have this, and you can launch it.

But if you don't have a sustainable plan about how you're going to continue to get awareness around this product is not is good. But it's it's only good as the launch. It's only good as the people who know about it, how do you get more people to know what it is that you're doing. And so working with her, I told her, I look at her now not as a coach, but as a member of my team. I look at her as an employee, I pay her like I pay myself like I pay my other contractors and employee, right. So you're on to me, it doesn't look like money that's coming out, it looks like a person that's on payroll because I couldn't do this for myself. I couldn't come up with the idea around new launch strategies or new marketing tips. And so she's learning and she's telling us, so I've been with her since 2019. And I told her, I'm gonna stay with you because it's working. Right?

Because now I get to continue to think about, she'll say, that's not working me that's trash, you you need to go back to the drawing board, you need to think about this, you need to think about that, you're trying to play over here in this area, you need to bring your focus back here, don't create another thing until you have more eyes on this thing, like trying to you know, so it slows me down. Because my mind is like, Okay, let's do this. Let's do that. Let's do let's do, let's do all the things. She's like, you got a product, you need to get more people's eyes on that. That's what you need to do. And so that's what we're focused on now. And I'm appreciative of it because it helps me to put things into perspective and really just roll things out in a way that's going to be strategic and doable, because then I'm the only one who has to manage all of that stuff. And so can I even thrive and have the capacity to deal with all that. So it's helpful.

Davia Roberts 28:13

But it sounds like she gives you insight into what works gives you ideas for new things to try, but also tells you reel it in. We don't need to do everything under the sun, here's where you can maximize your efforts. And even when you talk about marketing one thing that I will say and I don't I don't believe I've ever shared this with you. But I have always enjoyed

the way I mean you consistently market online, but it has never ever felt, I don't know how to say this without being harsh, but it's never felt gross. Like it's not like alright baby, we get it ,you got the cards. It;s never felt like that. Like even the way that you're posting your stories, the different comments, their reviews and things like that. Like it just feels natural, you know, and it brings your awareness back to like, oh yeah, she does have those cards and I did mention you know mean to refer somebody to these cards and things like that, like it is not you just posting the same thing. Hey, I got these cards. Here's the same exact image every single day. Like it really does feel organic and natural. And I will admit for me, that feels so uncomfortable. Oh, yeah, I did it here.

Dr. Ebony Butler 29:26

Yeah, it's a turning of the mind, because I have that same thought. This is so gross. These people are so sick. I said it on the live. So these people are so sick of me. They are so tired, girl. I know you got those cards. They they know but then I look at my community and I see it's growing and I was like, oh, but the last 3000 people don't know. The last 400 people that came over here they don't know. So what I'm gonna do today, you're gonna see it I'm gonna put them right in the story because we just got some new people into the community so they don't know that I have because they need to see it in action and all those things.

Davia Roberts 29:58

Or they forgot and they wanted to purchase at a different season, didn't have it, they were prioritizing something else. And now it's back on a tip of the tip of their mind. And they're like, oh, yeah, let me let me do it now, because you are consistently doing it instead of... all right, if they want it, they'll buy it.

Dr. Ebony Butler 30:15

Yeah, no, they won't. Because we forget, like, how many of us have things in in our carts now? That we're like, oh, we want that thing but we've completely forgotten about it. Out of sight, out of mind. Yeah, for many of us. Yeah.

Davia Roberts 30:27

Yes, I'm like, there are so many sales that I've been if I'm like, oh, I want to get that. I'm going back to that. No, I don't come back to it. That was that one reminder, I forgot and now I'm mad that I've missed the sale.

Dr. Ebony Butler 30:39

Dang it, I missed it. Yep, because we we need things to be in our face. If you just are a student of the things that you see in your own inbox, you will get some, for me, I get encouragement to get out of my own way. When I see all of these companies continue to send me emails, like three a day I'm like, Okay, now they know, we know they exist, but they're going to tell us and keep telling us. And if a brand that big can keep telling me what they have, surely I have to keep telling people what I have.

Davia Roberts 31:07

Is that what helps you... just lean into it anyway?

Dr. Ebony Butler 31:11

I have to leave it to the last, like, you know what, I'm gonna do it anyway, they don't, they don't want to be in this community, they can unsubscribe, but I'm gonna send out this email Because I have to. This is... I have to advocate for because if I don't, who will? And I can't just rely on word of mouth all the time. While it's great, I have to be confident about what I put out. Because if I'm not confident about it, if I'm scared to tell you about it, you are not going to want to use it. You're not going to want to. If I approach it with the can, you can buy it, you might like it. No girl, you're gonna love it. So you might as well go ahead and get it. And that's been a process for me.

Davia Roberts 31:49

But that's honest, because if someone else isn't excited about their own product, then why would I trust and invest my own money into it?

Dr. Ebony Butler 31:57

That's right. That's right.

Davia Roberts 31:59

So for someone like myself, who tends to get in their head, what would you say are those first few steps to really getting beyond... to getting out, getting out of our own way, and promoting... having the courage to promote our own products? What are those first few steps to get on our head and do the thing?

Dr. Ebony Butler 32:19

Yeah, one, acknowledge that is scary. Always lead with validation, it makes sense that this will be scared to you given XYZ given how you were rejected maybe in the past, or given how shameful you were made to feel when you tried to sell that thing, or given how nice you feel like other people's things look, and your doesn't look like that... I can see where the shame comes from. So giving yourself permission to feel that. I think that many times we're trying to, Oh, you shouldn't feel that... you just kind of increased more of the same feeling. But give me us that like, you know what, it makes sense that I'm scared. This is very, this is very scary for me, I'm afraid and okay, we got permission to feel that. The next step I would say is check the facts. Honestly, what are the things you're telling yourself is gonna happen? People won't like this. People will unfollow me. Okay, last time you did this did people unfollow you, did people say something about it? So checking the facts because maybe you're just telling yourself that to protect yourself and that's not really happening. So sometimes a lot of us have got to realize that what we're telling ourselves is not the reality at all. So check the facts around what you're saying. The third thing I will say is do it and walk away. Post it and walk away. I do that so often. I'll make a post... If you notice, I'm giving myself away. I don't respond to comments under my post right away. I come back hours later and respond to posts. I post my stuff and I leave. Because I still

struggle with shame. I still struggle with did I say too much. I still struggle with how people are going to receive this. I still struggle with the same thing that everybody struggles with. How many people gonna like it? How many people gonna share it? I leave. Then I'll come back to it and see who said something. But you'll see like, last night I was hearting all the comments. And I was like, oh, no, the night before I was hearting all the comments. So I was like, I can't I'm not going to read all these comments, because people also just say anything on the internet too. And I don't want to have to be triggered.

Davia Roberts 34:17

Save it, you arguing about somebody and say,

Dr. Ebony Butler 34:20

All right, and then I'm going back and forth doing the comments and not even focusing on the people who are saying that they agree, like too much energy. So post it and leave. Post it and leave go do something else.

Davia Roberts 34:31

Because the people that are the right fit are going to stick around regardless. There will always be someone who has something unhelpful to add to the conversation.

Dr. Ebony Butler 34:42

That's right.

Davia Roberts 34:43

That's not the best place for us as clinicians and creators to put our energy. There's someone who has a great phrase a friend of mine, Eric, don't wreck the car swatting at flies. Don't get so distracted by those little gnats, those little flies flying around, that you take your eyes off the road, and you put your energy there. And I always try to like, come back to that. So I really want to apply what you're saying because that's a struggle for me as well. So thank you for sharing that. I know that social media has played a large role in you being able to, to share and expand your platform. Where would you say? Or how would you? Market beyond social media so people can get their eyes on you.

Dr. Ebony Butler 35:26

I do community work. So I partner with an organization here, we do workshops for women, and they get the free card decks, I do vending events. So I go to conferences and I vend. So people who don't know or see the cards and want to touch them, they can actually use them and ask questions. So that's how a lot of people outside of social media know what they are, is because I'm trying to get more out there in person and making connections and talking to people in real time about them. Also, I partner with and put ad money into like radio stations, like Radio One was a big one that we did, and making sure that people who listened to other channels where they receive their media news and stuff, have access to a tool or just know that it's there. So those are the things that I do outside of social media.

Davia Roberts 36:09

No, I love that because I think so many people put all of their eggs into the social media basket, and there are so many other ways to market your genius, your products to the world. And whether it's a vending opportunity and something local, something smaller little marketplace, or even these huge conferences, like we have APA, NAMI, like all these different mental health conferences, where it's like, these are our people. These are our people here, here are your buyers, like let's make sure we're going out and finding them. So I love I love that.

Davia Roberts 36:44

One of the last questions that I want to ask, what are some of the resources that you recommend for someone who is who has this idea that they have just been sitting on. They're like... all right, Ebony, you saying all the things okay, you got me fired up, and I'm ready. But I don't know where to start. And maybe I'm not ready to get the coach just yet. Like, well, where? Where can they? Where can they start to get more information?

Dr. Ebony Butler 37:05

So and that's just because she's my coach, but she has a whole library. And this is what I love about working with her too is like she doesn't just say the thing, but she actually shows you how to do the thing. She has a whole library of books that walks you through product creation, idea development, product creation, and marketing. So her first book, Are You Ready for the Yes to the Uncloned Mindset or something like that, and then Uncloned Marketing. And so you can start with those books. And really, it's like working with her. And so that's a good place, she puts her entire framework, her entire coaching, sort of, I guess, resume or not resume... guide book in these books. So Audria Richmond, I would say go find her, follow her on Instagram, follow her on Tik Tok and all these things, but she has a whole set of books. Even when I had my when I launched my coaching program, I gave them her book. So it's helpful, like when people aren't doing good things, they just are doing good things. And I like the way that she gets mental health professionals outside of the box, like let us think about something because usually we can pigeonhole ourselves really quickly. But how to think about different things and how to use other services to learn from the how to you know, learn how to what you need to be doing in your own business, so I would recommend her highly.

Davia Roberts 38:20

Okay, so for those of you listening to you, or trying to write, write their name down real quick, I will be sure to include it in the Episode Notes.

Dr. Ebony Butler 38:26

Yeah, thank you, because I kind of read through Audria Richmond. Yeah.

Davia Roberts 38:30

That way you can access those books because I think those are great ways to make sure that even if you're not ready to dive in to something right now, today, you can go ahead and get some information and start preparing. So I appreciate you sharing that. And I think that's just a phenomenal starting point. And I mean, you've got my wheels spinning. So I appreciate that. Before I let you go. I would like for you to join me for the hot seat. The hotseat is our final segment where I asked you 10 rapid fire questions and you reply with the first thing that comes to mind.

Dr. Ebony Butler 39:02

Are you ready? So let's get ready. Let's go.

Davia Roberts 39:05

Number one: Fall or Summer?

Dr. Ebony Butler 39:07

Summer.

Davia Roberts 39:09

What are you currently reading?

Dr. Ebony Butler 39:11

Nothing. What I'm listening to... an audiobook. Jemele Hill's Uphill.

Davia Roberts 39:17

Yeah, okay. Oh, good. Thanks. Good. How do you get past the 'ick' of self-promotion?

Dr. Ebony Butler 39:26

Do it anyway. I do it scared. I do it scared and I just leave it and forget it.

Davia Roberts 39:31

What is your green flag for finding the right manufacturer?

Dr. Ebony Butler 39:35

If they respond to you. Yeah.

Davia Roberts 39:38

Shopify or Etsy?

Dr. Ebony Butler 39:40

Shopify.

Davia Roberts 39:41

Should every therapist get a business coach?

Dr. Ebony Butler 39:44

Yes, absolutely. 100% no hesitation 100% Because we don't get that in school. We don't get that school.

Davia Roberts 39:53

What's one resource do you recommend to get started on product development?

Dr. Ebony Butler 39:57

One resource ah I don't know that one. I don't know one resource. I would be Uncloned book. I don't know. That's the only other thing.

Davia Roberts 40:06

Uncloned?

Dr. Ebony Butler 40:06

Uncloned. Yeah.

Davia Roberts 40:08

Staycation or international trip?

Dr. Ebony Butler 40:10

International trip.

Davia Roberts 40:12

What's one thing every therapist should know about entrepreneurship?

Dr. Ebony Butler 40:16

Oh my god. It's the most emotionally exhausting journey ever. But the most rewarding. It's a roller coaster. It's very much like relationships. It's high highs, low lows.

Davia Roberts 40:28

But you gotta love the ride.

Davia Roberts 40:32

And the last question, have you finished your notes this week?

Dr. Ebony Butler 40:37

No, because I actually literally just had two clients today actually have three and a half, three last night. So now.

Davia Roberts 40:45

Well, since Dr. Ebony has to go finish her notes. We're gonna say goodbye.

Dr. Ebony Butler 40:50

Seriously.

Davia Roberts 40:52

But how can people find you online before you say farewell?

Dr. Ebony Butler 40:57

Yes, so I am @DrEbonyOnline on Instagram, Facebook and Twitter. I am @DrEbony on TikTok and I'm doing more food relationship stuff on TikTok, if y'all want to follow me there. I just started that this week. I was like, this is gonna be my full relationship stuff. So I forgot to add that in. And if you want to go to my website is DrEbony.com. If you want to learn more about the My Therapy Cards, it's simply MyTherapyCards.com or MyTherapyCards.shop.

Davia Roberts 41:23

Well, for those of you interested in learning more about Dr. Ebony, her coaching program, or My Therapy Cards, be sure to check out today's episode notes at morethanatherapist.co. And I say thank you for listening and major thanks to Dr. Ebony for joining us today.

Dr. Ebony Butler 41:39

Thank you.