

16. Bianca Simons

Joke Wijn: Hi everybody. Thank you for listening again. Today we'll be talking to Bianca Simons.

Hi Bianca.

Bianca Simons: Hello. Hello.

Joke Wijn: How are you? So nice to meet you again.

Bianca Simons: I'm doing great. And it's very nice to meet you again. And well, it's Monday today. Yes. And I'm starting my week and I'm doing great. And It's a hectic day. So, but I'm doing great.

Joke Wijn: good to hear that you're doing great. So tell us, who are you? What do you do? And do you have a big, scary, hairy goal?

Bianca Simons: Well, who am I? My name is Bianca Simons. What do I do? It's a challenging question because, well, I do everything I like to do. And I'm a... I'm a registered coach and trainer, so I help Multi-passionates creating their businesses and their lives.

Well, not only just a business coach, but a coach, just a coach as well. working with Multi-passionates because I am one. And as a multi-passionate, there's not only one thing I do. So I do everything I like and that's, at the moment that's, I'm building a website for someone, I'm coaching people, I'm creating a new line of products for the shop of my boyfriend.

Well, and I forget a lot. I make, I have my own podcast. Well, I do everything I want to do, so that's a lot.

Joke Wijn: That's amazing, though, that you're doing everything you love and you're enjoying yourself. But do you experience any, like, idea overflow when you have so many things going on?

Bianca Simons: All the time. All day, every day.

Well, yeah, at the moment, I think I have, well, when I look at my notebook, I think I have 40 ideas. Wow. I want to do. This month, well, that's impossible, I guess.

Joke Wijn: Well, maybe not. Yeah, maybe

Bianca Simons: not. Well, days are only, have only 24 hours, so I wish they had 72 hours. But, uh, yes, I experience a lot of overflow of ideas.

Um, I also have an ADD brain. So, Yeah, that's kind of chaotic and hectic, and as I told you, today is hectic. Yeah. And it's not because I have so much appointments, it's because my brain is very hectic.

Joke Wijn: Right. So what do you, what do you do when you realize that it's getting hectic and you have this overflow? So many ideas. Do you have like a strategy or you let it just roll?

Bianca Simons: Yeah, I have different strategies.

Joke Wijn: Of course. Of course. There's no one, one solution to it all.

Bianca Simons: You're a multi-passionate or you're not.

Joke Wijn: Exactly.

Bianca Simons: Well, my ADD brain is not a great combination with being multi-passionate. But, when my brain is in overdrive, all my multi-passionate ideas are not going anywhere because nothing comes out of my brain.

It's all in my brain and it's staying there and it's not coming out. Right. So, . mostly I realized after struggling for two weeks, I realized I forgot to take a lot of vitamins. Ah. Cause I know an an a d D brain has a shortage of different vitamins, so I have a lot of them and I need to take them every day.

But, well, a, d, d, so I forget. Then I do that for, for a week and then I forget, and then my brain goes in overdrive and. Well, That's, yeah, for

two weeks and then I realized, oh damn, I forgot to take my vitamins. Right, yeah. So those vitamins, are really helpful. so I need to take those. Check, that's fine.

Actually every day, but okay, I'll try. And, most of the time when my brain is overflowing with ideas, I need to take a break. And I need Yeah, I need to go away and relax and I go to the sauna to to relax and I cannot I don't have a phone there. I don't have paper and pen. So I, I can't do anything with my ideas.

So I only have to relax. And that's very helpful for me. And What's also helping is I write everything down and then the next day I'll check what is my priority.

Joke Wijn: Ah, that's good, yeah.

Bianca Simons: And focus is my middle name because if I don't integrate focus in my life, Well, it's going to be one chaotic disaster. So I need to use focus in my life and focus, as you know, focus is not only working with to do lists and checking everything, but has to do with focus on my life goals and how are my ideas?

Um, yeah, how do I say that in English?

Joke Wijn: How do you line up to your bigger purpose? Yeah,

Bianca Simons: yeah, yeah, yeah, and if, if there, because there are at least 20 ideas that are not helpful in my purpose and in my life goals, so I can throw them out of the window. That is,

Joke Wijn: Well, that is, it's good to know which direction you're into, that you want to go, so you can say, No, more easily.

It's not easy to say no, but it's more easily to say like, okay, not now, maybe later, you know, when

Bianca Simons: There's an example, because when I, when I, I'm helping my boyfriend with his, tea shop, I have an idea for a new line,

a new product line and what happens in my brain is that I want to learn how to be a graphic designer because I would love to make a new, new, artwork for the new line.

And then I want to learn how, uh, Adobe Illustrator works and I want to learn how graphic designing works and Because I love that, and I like that, and when, when there's time enough, that's no problem to learn, I, I, then I want to learn, but in moments where I have 60 ideas next to me, I need to choose that learning how to be a graphic designer is not what one of my life goals is so then I need to check that and throw it out of the window for now

Joke Wijn: Yeah, like that strategy and Do you have a clear vision of what your main purpose is where to which you can align? Yes or no?

Bianca Simons: Not well, my main purpose And well, when I'm, I'm having a conversation with myself while I'm having a conversation with you.

And now I'm thinking, well, well, my main purpose, well, maybe I want to be a graphic designer, but that's another story.

Um, my main purpose is to live a life where I can do what I want whenever I want. where I want it with whom I want it and traveling the world or not if I don't want to and actually I want to learn my two nieces they are five and eight years old now that they can do the same thing that they can do everything they want and they don't have to walk in line.

They can make any choices they want. And that's my life purpose to teach them that everything is possible. So I don't have a real real job life purpose. And yes, I want to teach all all the people in the world how to do everything they want, even if they are multi passionate and even if they don't want to choose.

But at first I want to teach my nieces. That they can do anything they want. And if I want to travel the world and want to do what I want to

do, then maybe it's possible to be a graphic designer because you can do that all over the world.

Joke Wijn: Yeah. Definitely. Definitely. Multiple. Of course, multiple purposes. I mean. Right. There's not one purpose.

Bianca Simons: No, not for me. Yeah, exactly.

Joke Wijn: So, but it's, it's, I love, I love the whole idea of your nieces and showing them a different way of doing all the things you want to do. too. So, have you ever struggled with? With any like imposter syndrome or shiny object syndrome, like all the ideas, the 60 ideas.

Oh, graphic designer. I want to be one. And, but there are many other people who are already graphic designers. Who am I to come into that? Yeah. Do you experience any of that?

Bianca Simons: I struggled with that till 20, I think till 2017. Hmm. When I started my business. Well, I got a burner. I burned out in 2014. And then, I realized that.

My, my goals in life, I put them on hold for all of my life because I was always, I was always thinking, who am I, why, why should I be the one teaching other people to do something and. But when my burnout taught me that it was time to, get the fuck over it and go on. I love that! Can I say, can I say fuck?

Joke Wijn: Absolutely you can! No worries there! No.

Bianca Simons: So that, that, that taught me that There's always someone who can learn something from me or from you or for anyone else. So there are always people who are better at what you do, who know more, who most of the time have a better marketing because that's it.

They don't exactly know more because I worked for the government for a long time for seven years before I got my burn out and t here I

learned that all the high-placed people don't, don't know shit. and they only do ego better.

Yeah, so they can talk a lot and they think they are very important, but when you have a conversation with them, you find out they know much less than you know.

Yeah. And I learned the hard way that it was time for me to teach people that they can always teach someone to someone else, something to someone else. So, yes, there was an Impostor Syndrome, and yes, it's still there, but I heard that about 66% of women on this planet have an Impostor Syndrome. 66%! Yes.

There's uh, Vreneli Stadelmeijer, it's a very difficult name. Yeah. She wrote a book on imposter syndrome and I was at a keynote from her and with only women and. 66% of the women have imposter syndrome. So yes, it's there, but I don't listen to it most of the time.

Good. And the super superwoman, uh, as

Joke Wijn: well. Yeah. Doing it all have to Yeah. It on .

Bianca Simons: Yeah.

Joke Wijn: But, so it's, I don't like that 66% experience this, but I do find it rather comforting to know that we're not alone in this whole imposter and all the other syndromes. It's like, it's a big thing. So knowing how to deal with that, you know, don't listen to it or try not to listen to it and focus on yourself.

What can you do? And what you said. There's always something you can teach to someone else and people can learn from each other. I love that. It's amazing.

Bianca Simons: Yeah. And there's always someone who knows more, but there's always someone who knows less and who can

Joke Wijn: learn. True. Absolutely. And, and once you realize that and accept that for what it is, you will never be like, I will never be Beyonce. And I don't want to be Beyonce.

Bianca Simons: No, because Beyonce is Beyonce. Exactly. Yeah, so right. So I always question that. Why do you want to be someone else? Why do you want to be like Beyonce? Why do you want to be like Gary Vaynerchuk? Why do you want to be like Richard Branson? I don't know. But, you need to be yourself.

And that's, I guess, the most difficult thing. most difficult lesson on this planet we need to learn. To be ourselves and to be okay with not being like someone else.

Joke Wijn: Yeah, because people come to you for being you, not because you're someone else. Maybe if you're like an Elvis impersonator, okay. But that's a whole different story. But that's

Bianca Simons: because Elvis is dead, so. Exactly!

Joke Wijn: No, but you're No, but that's it.

Bianca Simons: When you Yeah. When you are trying to be someone else. At first, the first thing that's happening is you are not talking from you. So how the longer you want to be someone else, the further away you get from your own identity. The further you get away from yourself because you are trying to be someone else.

The next thing is when you try, try to be someone else and when you are stealing someone else's content or you are stealing someone else's website ideas or whatever, people are not going to feel it because it's not yours. But it's so fucking difficult because we never learned in our lives to be ourselves because in school we all have to get the same grades to go to the next class and yeah so we are not being stimulated in being ourselves so well as a multi-passionate as long as you are not being yourself you're getting in trouble all over again all over and over again because I think that you When that

happens and when you're trying to fit in and when you are trying to make one choice for the rest of your life, you're gonna be unhappy

Joke Wijn: yourself miserable as well.

Bianca Simons: Yes. Yeah. Yes. So you need to be yourself to be happy,

Joke Wijn: I guess. I love that. You need to be yourself to be happy. Yeah. Can I put you on that one?

Bianca Simons: Yeah, you can. Yeah,

Joke Wijn: definitely. Writing that down. You need to be yourself. Awesome. So where can people find you?

Bianca Simons: Well, I have three websites, of course. Of course. Of course.

I have an online academy where, there are online courses for, multi passionates, but also about law of attraction and things have to do with that. Yeah. I love the law of attraction. the base of everything I do. And, so I have the online academy that's not ready yet, but nothing is ever, ready enough, in my opinion, for me.

I have my business website. That's also never ready because I want to change it every day because every day I think of something new. Yeah. Um, that's called mindsetvoorsucces.nl in Dutch. And, then I have biancasimons.nl. And that's a new website. I want to go blogging and Well, telling things about being multi passionate, but mostly people can find me on Instagram because that's always up to date in my opinion, so, yeah, [@biancasimons.nl](https://www.instagram.com/biancasimons.nl) is my Instagram name.

Joke Wijn: Awesome. I will put all of that in the show notes, and that's actually how we met, through Instagram. Yes! We would not be here without it!

Bianca Simons: We wouldn't. And now I'm asking myself, how did it

Joke Wijn: happen? I don't know. I have no idea. We just, you know. It doesn't matter. It doesn't matter.

We're here. That's all that matters. And I love it. So, I think that was one of the biggest things about creative community. That, to be in touch and connect through people, with people throughout the world. And, you know. You're not even that, we're not even that far away from each other, which is also really...

Bianca Simons: Well, you live, you actually live in the city I used to live in, so... There you go,

Joke Wijn: yeah. Yeah. What are the odds, right?

Bianca Simons: Yeah, what are the odds? And that's why, why I never, Yeah, I always ask people to go to my Instagram and not to my website because I think connecting with each other is easier through Instagram than a website.

Joke Wijn: Absolutely. you more easily DM each other and, and talk

Bianca Simons: I feel like a website is kind of. Old news always.

Joke Wijn: Yeah, you have to keep it updated all the time. Yeah. Yeah.

Bianca Simons: Yeah, like there's nothing else I can do.

Joke Wijn: I have more things to do in my life. Yeah. I love that. Thank you so, so much, Bianca. This was fun.

Bianca Simons: Yeah. Yeah. Yeah. I can, I can talk about this all day, every day.

Joke Wijn: We can. We can. Yeah. But unfortunately, the episode won't be that long. So, but maybe we'll have a, have a second round. A second episode. Bring it on. To chat more about like the law of, uh, of attraction, which is really interesting, so we might, we might get, onto a second

Bianca Simons: one. That's cool. Bring it on.

Joke Wijn: Cool. Thank you so much.

Bianca Simons: Very welcome. Thank you very much. Bye.