Tameka Allen: Bad bosses and fierce alter egos

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SPEAKERS
Katy Weber, Tameka Allen

Katy Weber  00:00
Hello, welcome. Thank you for joining me today.

Tameka Allen  00:04
Hey, this is great. Thanks so much for having me on.

Katy Weber  00:09
I'm very excited to talk to you. I was doing a little bit of homework this morning looking at your website, I absolutely love it, you've done a great job. It's such a nice mix of like clean graphics. I love the fonts. I love all the picture adorable pictures of you and your husband. I want to talk about your business. But let's get down to ADHD. First, you mentioned that you were diagnosed at age 40 after your youngest daughter got a diagnosis, is that right? That's correct. Yep. All right. So let's, why don't you walk me through kind of what made you think that you also had ADHD? Or what made you think your daughter had ADHD? And then how did that go about? How did that diagnosis go about and that lead to yours?

Tameka Allen  00:54
Wow, that that is, that is the story I probably will take to the grave with me that I will never forget in being but my youngest daughter at the time, I will say my first instinct. And I know this probably sounds really young that something was going on. She was probably around four years old. And I'll never forget that we were pulling into the driveway inside two doors. At the time, we're pulling to the driveway and she was in her car seat. And so I was getting her out of the car seat. And I picked her up and turned around to put her on the ground. And then when I went back to like pick up a bag or something. When I turn back around, she was gone. And she had darted in the middle of the street. And there were two women jogging in our neighborhood. And one woman saw, saw my daughter and signaled the other woman to stop the car that was coming. There was a car coming. And wow. All this happened, like within seconds. So the one woman grabbed my daughter and the other woman stopped the car. And I was just I was
frantic, right? If you’ve ever had that feeling with the situation with your kids. And after that incident where I had a chance to calm down. And that’s when I realized I’m like something else is going on here. Because To this day, I still don’t know what it was a call seven, one a dash into the street like that.

Katy Weber 02:17
That’s really interesting to me, because my son did the same thing. And he was my second. And so often I had a lot going on carrying bags, you know, my older daughter was so perfectly well behaved. And then he came along and it was the exact same thing every time in a parking lot. He would just like, Dart out ahead of me. And I would always look at him and think like, I am amazed you are still alive. But I never made that connection that that could be part of the impulsivity. But yes, of course, that’s a super intuitive view.

Tameka Allen 02:49
Yeah, just just a mother’s intuition, like something else is going on here. And over time I started to is obviously when she started school, then it really started to kick in because my oldest daughter and you know, your kids are different people, right? My oldest daughter sounds like like your older older child was more quiet Kaikar moments of being a giggling little girl. But the temperaments were totally different. And so now I refer to my youngest daughter as the life of the party, because she is she’s definitely the life of the party. And but I started to notice some things. As far as like her choices, and just spontaneity, and just doing things spot on spontaneously in there, also of her academics is what really caused me to start digging. And she was particularly kind of like me, so

Katy Weber 03:40
how old was she, when you saw an actual official diagnosis?

Tameka Allen 03:44
This was years later, my I started to just watch on things. But by the time she got to, I want to say the third grade. That’s what I finally said, okay, something else is definitely going on here. And I just started Googling stuff like googling things I was seeing her doing, and attention deficit came up. And I was one of those people where I didn’t think it was for real. Like

Katy Weber 04:09
because she wasn’t hyper.

Tameka Allen 04:11
She had her moments of being hyper, like it wasn’t constant. But when she started to struggle in school in certain subjects is when I really started to pay attention. And like so when I started Googling some of the things she was doing and that kind of thing, attention depth that kept coming up. I’m like, really? And the more I read, the more I’m like, Oh, yeah, this is and then, as I expected, so I connected with her. I found a psychologist who did your assessment, and sure enough, it was clear as day. classic symptoms according to him for girl, and then because of
that her school actually had their school psychologists do an educational assessment and that's when they've heard that she has some Executive functioning issues. And that all kind of connected goes back to why she was struggling in math so bad. And as we're going through all this with her, I started to notice I'm like, Oh, I do that too. Like mother like daughter, and particularly made me reflect back to my childhood and how almost the same thing the hyperactivity, not as much, but um, but definitely the struggling with math. And we were strong in the same subjects as well. She loved to read anything social studies, history, civics, she excelled in love to write anything music related, but the math was definitely both of our nemesis.

Katy Weber 05:45
You know, it's funny, I always used to say with my son, I mean, I still do. He's, he's so challenging compared to my daughter. I always say he was put on this planet, to make me a tone for any smug thoughts I had about being a good parent, because of my wonderful daughter.

Tameka Allen 06:06
That was, I guess, funny. Yeah, my youngest daughter, she, she definitely opened my eyes to some things, but there are a lot of things also, both of my daughters, but in particularly with my youngest daughter, that I really admire about her. Because as she's gotten older, obviously, because she's 16 now, as she's gotten older, I am, I realize that, you know, she's definitely has her superpowers are extremely clear. She is definitely into, like, say anything related to history, she's totally fascinated with music is something that's become that has been something very natural for her. As far as singing, writing lyrics, even almost kind of delving into the realm of like producing music, like this child started uttering words to songs when she wasn't even a year old. So definitely something very, very natural for her. So just being able to learn more about attention deficit and help her use her superpowers is really very helpful. Now, of course, I'm maturity as well. But um, but yeah, that's what led now the funny part is she was diagnosed in like the third grade, and it still took me a few years to even pursue and look into a diagnosis for myself. And I think for me, it was because not that I didn't feel like anything was necessarily wrong. But I hadn't really opened my eyes to it until a couple of years ago, where I was just like, you know, what, I really need to check into this. I'm just curious, just to see. And sure enough, sure enough, it was it was very clear. And I started to, you know, go back on the things that my childhood that really just drove it home. And it just made sense. As to why some of the things happened, why I reacted to the way, the things that I did. So just really, I was, you know, I'm grateful. I'm grateful for her diagnosis, because it ultimately led to mine too.

Katy Weber 08:17
Mm hmm. And there is a feeling of sort of redemption. That I certainly feel with my son who has not yet been officially diagnosed, but I'm pretty much convinced he has it, you know, because I think back at how much I struggled, especially from middle school on and I feel like, maybe I can write the wrongs a bit through my child feel like we tend to feel that way as parents sometimes.

Tameka Allen 08:42
Yeah, absolutely. Like, say I can, things like I can remember. Once I was diagnosed and not went back to reflect on things from childhood, I remembered like that, ma'am, definitely being a struggle. But those things are really good. I was always good at it came very easy for me. But I'm telling my age by by telling the story, but I can remember that when I was in elementary school, it was like a reward. If we did really well, we got to go to the movie room and watch a filmstrip. And so I think it was maybe my second grade teacher, she was always trying to reinforce what we
learned. And so when it came to like multiplication tables, for example, the only way you can get in the movie wrong is if you recite your multiplication tables, and my anxiety went through the roof. I'm sweating bullets, because I want to get into the movie room. And one of the first things like I don't know how this came about, or how I thought about to do this, but versus me looking at the flashcards she would put up for some reason. For me, I had to close my eyes and she will call them out to me. And I had to visualize them in my head for in order for me to see the answer, then I could call it out. And I never understood why I did that. But even now, I definitely understand that that was a part of that executive functioning issue I was having there. I had no idea what I was dealing with.

Katy Weber 10:12
Yeah. Sounds like there's some stimulation over stimulation issues to or sensory issues. Yeah. Interesting. So you were kind of had erratic grades growing up, or what, what was, what were your grades, like,

Tameka Allen 10:25
My grades were overall good math, I tend to be a little seasick about and I did. It was a C, at best a B, and that was like a celebration for me. And I can remember, just working so hard, because I wanted to make the a on a roll. And I never made it. Because ultimately, I was I had some learning issues like I didn't, I wasn't aware of because of the executive functioning, but but I will beat myself up so bad because I knew I wasn't dumb. But I couldn't figure out why am I not good enough? Why am I not making that reaching this mark? And, and like Mike said, the diagnosis just drove it all home and helped it make sense for me.

Katy Weber 11:17
And so are you on medication. Now,

Tameka Allen 11:19
I'm not in the very beginning, when I was diagnosed, I tried medication, Ritalin, and then there was another, I think vyvanse was another that was tried for me a couple other things. And it just, I couldn't find anything that really worked for me that the side effects for me didn't, weren't worth trying to manage. And so I do much better self managing. Now, and that comes from a lot of structure. A lot of structure in my day, a lot of structure, how I run my business. And that's that's where that comes from. For me, it's more about self management. And not yet one who is on medication. I try it. It just didn't work for me. And so,

Katy Weber 12:10
Yeah, yeah, I haven't taken the medication route yet. Because I do feel like I have been very good at managing and structuring, over, you know, my I'm 45. So, my whole life has been kind of coming up with hacks to structure. But I'm always fascinated at the I'm asking everybody if they're on meds mostly because when they sit when women say it's working for me, I'm so curious as to what does that mean? What, what does working for you mean? Because I'm sort of like, you know, Are there areas where I feel like I could use a boost or some help. And I was on antidepressants from postpartum depression for so long. And I had sort of just managed to wean myself off of them after a decade at the beginning of 2020. And then I think, what, what a terrible year to wean yourself off to wean myself off at the end of January. So I've been reluctant to go back on medication and for no real reason. Just you know, I'm just so
curious. And I feel like it's a puzzle. And so I'm always fascinated to find out, there's so many of them. And there's so many different ways in which they help or hinder. So I am definitely not down on them at all. And just sort of trying to weigh out everything.

Tameka Allen 13:35
Sure, absolutely. That's funny you say that because I remember. For a few years, I was on an anti depressant, because some of the thing I realized some of the some of the symptoms of attention deficit were presented itself, like depression. And that's what my doctor put me on an antidepressant. But to a degree, it still didn't solve my issue. Right? Yeah, it's still been solved my issue, I found out I'm sure you probably read about this, too, that oftentimes this happens, that's often the default that a doctor will go to, versus looking into it may be something else that looks similar, versus, you know, thinking this is the end all be all?

Katy Weber 14:19
Oh, absolutely. And to think you know, growing up feeling like you're smart, but there's something wrong with you, quote, unquote. And you know, you can't quite figure it out. I mean, all of that confusion and frustration would naturally lead to a sense of depression and anxiety as an adult. So yeah, tangling that all is is, I think, a lifelong journey. Absolutely. So what are some other things from your childhood or just growing up before your diagnosis that you look back and you think, Oh, yes, of course, that was ADHD and I didn't realize.

Tameka Allen 14:54
I'm some emotional regulation. So I was extremely sensitive as a kid. I couldn't understand why. And, you know, before my diagnosis, you know, while as an adult, I thought maybe it was because I'm the youngest of seven. And however, I grew up mostly by myself, so my oldest sister, my oldest sibling is 18 years, my senior. So she was literally graduating from high school, the year I was born. So I grew up with my nieces and nephews, who were kind of that were my age. And so my oldest sister literally could be my mom. And the sibling that's right over me, who would have been the youngest had not been born. He's 10 years, my senior. So I didn't get that regular sibling interaction as kids like you would think the sibling rivalry and growing up with each other and going to school, I didn't get that with them. And so I thought maybe I was having a hard time in school, on the social part, because I just didn't have that experience at home. And so you know, growing up mostly by yourself, you don't get the privilege of having, you know, to handle conflict with your siblings. So when I got to school, the least little thing that happened, I would just burst into tears. I was really sensitive. And so that was one of the first that was one of the of the first things I thought about to add to the diagnosis, especially finding out that that's one of the side side effects that comes with attention deficit is that there can be some emotional regulation.

Katy Weber 16:33
Oh, yeah. That's, that's definitely something I look back at my childhood in terms of you know, I never remember being a hyperactive child. But I had a lot of emotional regulation issues. And I was also the youngest and incredibly stubborn and moody. And I remember, you know, my kindergarten class photo I am scowling at because I had a new haircut, and I didn't like it. And the story was, I told him, I announced to my mother that morning, that I am not smiling in my school photo, because I hate my haircut. And she said, you know, well, she figured while she's in kindergarten, she'll forget by the time it's actually time, you know. And then, you know, a month or two later, she gets the photos with that scalpel.
Tameka Allen  17:21

One other thing I remember is, I'm laughing, I'm laughing, I'm not laughing at you. I'm laughing because I'm remembering taking school pictures and leaving the house all neat and put together. And by the time I take the picture, I look like I've been fighting 20 people. So I can definitely relate. But one thing I did notice was, like I was really sensitive. And then we had the academic piece. But the other thing was, I turned into another human where I did certain things. So I whenever I saying dance, or present anything in front of people, it was like, I turned into my alter ego, which I still don't have a name for. But that was something early on, my mom kept me activities. So I was in dance class I sang in the school choir, or in the church choir. Whenever I have presentations in class or anything like that, those were times where, like, just the mass came off, and I just became the superhuman. And I noticed that those were the things I was good at. Growing up. So that was those were safe spaces for me, because I knew I could be I could be someone special without feeling weird, if that makes sense.

Katy Weber  18:45

Yeah, you know, that's a great connection to make to with the not only the dopamine rush when you are performing. But almost it would help with a lot of the executive dysfunction and even emotional regulation to sort of have this alter ego and to almost like, you know, to split yourself into these two personalities for something like performing and singing and dancing as I wanted to ask you about that when you had said in our correspondence. I love having ADHD because it's given me a superpower when I sing dance, plan projects and speak on stage so that you feel like that also happens when you're working.

Tameka Allen  19:24

It does it does, especially when and this is why I'm feel like entrepreneurship works for me because I can create those spaces without a struggle. Except I'd never thought I would be an entrepreneur that was never my plan. And so I worked in corporate HR. And which was cool because the social piece I could connect with people. And I could follow processes and anything like that, especially anything written. I could write processes, I could follow them to the letter. When I got in my zone, I was good. But oftentimes just say, for example, when I really needed to concentrate on something, my office happened to be positioned right where the common area where everyone gathered, right for those water cooler moments, and it would be so distracting to me. And I would just, I would just close my door, right? It wasn't, you know, me slamming having a fig. I would just close my door so I could concentrate. And I will put my phone on Do Not Disturb. I remember being reprimanded by my boss, because she told me I was being rude. And I said, I'm not being rude. I'm just trying to do my job. And I just, I couldn't. And that was one of the first times I started to really recognize that when I'm in the zone, or really need to think and concentrate on something, I can't have a lot of noise around me. And so that was one of the first things that got noticed in there also to just, I don't know if this was entrepreneurial or attention deficit, but finding myself trying to make things even more efficient. To work better right? list became my friend. So if I needed something to do like, even to this day, like my notes on my iPhone are full of things to do that ultimately ended up in an Asana project. So yeah, yeah. So I just found myself doing those things. But also almost like I was in school, I found myself feeling like I was working 10 times harder to excel. And I think it was because I was being forced, I was working in your environment that assumed I had a linear brain. And there was no flexibility for that. And so, um, so yeah, those are some of the things that as an adult, before the diagnosis there, I noticed. But I couldn't figure out why. I had to do things a little bit differently than my colleagues to come up with the same result.

Katy Weber  22:02
Right. Yeah. And I think that is something that the diagnosis affords us that clarity. I don’t know why that clarity is so important to us to be able to go back and look and say, Oh, this is why, but it is it is so important like it is the part that feels life changing the part. It’s like, the fog is lifted, you know, looking at the looking at these things, through new prescription lenses. And what is it about that clarity that is so important to us? If it’s just is it just the fact that we’ve lived our whole lives feeling like we’re just getting by and, and just kind of trying to hold everything together, and not really understanding why it’s falling apart all the time.

Tameka Allen  22:47
I think for me, it gave me a sense of belonging, especially once I discovered other women who were going through the same thing, like I’m doing a couple of well, we met and one but I’m in a couple of Facebook groups now for women who have attention deficit. And I can remember scrolling through the comments. And just seeing women talking about things like I’m celebrating because I put something in the microwave, and I didn’t forget about it. Or I didn’t forget to switch my laundry. And my clothes didn’t go sour. I mean, just things like that. I’m like, Oh my god, I found my people. Like, I can’t cook without a timer. If I do, I can’t cook with our timer, and I can’t have anyone in the kitchen with me. Because if I get distracted, the food is burnt, you can hang. Um,

Katy Weber  23:45
I struggle, I struggle with anything that requires boiling water, because I will turn it on to boil and then I walk away and then I forget it’s open. So I have to set timers for like two minutes, just to go back and check on the boiling water to see if it’s boiled yet so that I can then move on to the next step. There’s been so many times where my husband will walk into the kitchen and be like, what you know, it’s the water has boiled and completely evaporated and there’s just the empty on the burner, so I definitely understand where you’re coming from. And yeah, there is like it’s just such an overwhelming feeling of being seen. And it is really so exciting. When we do enter that community and sort of feel like oh my god, I found my people. I’m just curious, like, why is it that why is that so important to adult women with ADHD? It’s because we’ve spent our whole lives feeling like we Yeah, we we were didn’t quite belong. Yeah.

Tameka Allen  24:47
Yeah, absolutely. Absolutely. I had, you know, I had people who were friends. And, but they still didn’t walk the same path that I did. So there were still That sense of Yes, you got some sense of acceptance from people who were friends. But at the same time, you still felt a little bit lonely because they were things you were feeling that you didn’t know that you could share without being looked at crazy. So yeah, yeah, just having that comfort of knowing, especially, you know, finding, for me finding a group where there were other women who are attention deficit, but now this group that we’re in where there is specifically, you know, women who are entrepreneurs who are Attention Deficit that’s like the holy grail for me, because we can relate on things in regard to our personal life and our work as well. So that’s, that’s really cool.

Katy Weber  25:45
Yeah, it’s been such a great overlap, because I now realize why I couldn’t hold a job for longer than two years, which I always thought it was because I was the problem. And I would have outbursts, or I just got bored. Now I can look back and think No, I mean, I need to pivot all the time. And two years is is a long time to be doing the same thing over and over again. Well, girl,
Tameka Allen 26:07
I tortured myself them because out of the 10 years, I was corporate, I had, I want to say four jobs. And one I was at for the longest, like seven years, I was miserable. I was totally miserable, especially having a boss who was kind of a bully.

Katy Weber 26:28
It's the same one who told you you were being anti social work done? Yes. And it

Tameka Allen 26:33
was so funny, because it would make me so anxious to interact with her. But at the end of the day, I was always ranked like highest in my department for evaluation, she couldn't deny the fact that I did my job. Well, just socially, we just couldn't connect. And, yeah, so But yeah, like, it just, it taught me a lesson that as I built my business and build a team that I'll never want to treat anyone on my team that way. And just to see things from different perspectives, I think, having this diagnosis of attention deficit, it's really made me aware of having compassion for other people walking a different path.

Katy Weber 27:15
That's a great point. I think that is really important, and probably why so many of us are not only entrepreneurs, but also work with clients in a sort of mentoring coaching capacity, you know, where, you know, we understand what it feels like to need help, and to feel overwhelmed and not even know what you'd need help with. Yeah. And to again, like you said, I think that's such a great point, like I, I think we I have read someplace or heard someplace that we tend to be more empathetic. But again, you know, just really feeling like, Man, I've been in your shoes, I know what it's like. And so now tell me about your project, your digital project manager with your business is called Alan digital group. Correct? And how when did this get started?

Tameka Allen 28:07
So to start this, I got to take you back to 2013. That was a problem, maybe 2012 ish. And at the time, I was still working in corporate HR. And I had a friend of mine who was pursuing a doctorate degree, actually, it was a colleague, we work together directly every day. And she was pursuing a doctorate degree, she just moved back to the area, and it was like a cohort. So she would go and study full time on the weekends, like Friday, Saturday and Sunday. And she would come back and work. And obviously, she had no life between the two. And she asked me one day what I wanted to do. And I said, she said, You can't climb the corporate ladder, and HR immediately, I knew that's not what I wanted to do. I wasn't sure what else to do. But as I described to her what I wanted to do what I envisioned to do, there were aspects of HR, where I know now what I was doing was coaching either managers, leaders, American leaders of the organization, or employees that worked for them. And that part of the aspect I loved. The other part was that I was always the go to person when it came to tech stuff. So all the software that we were using, you know, I was responsible for training, everyone system updates, working with the software company on changes, that kind of stuff. So those two things feel very comfortable for me. And that led to when she told me what I told her, you know, some of the things I wanted to do kind of combine the coaching and with other technical skills I had and she said, girl, you could be a coach, I had no idea what coaching was. And when I discovered started digging into it, I actually found a an author I had been following who I didn't know also was a coach. And so fell into that. Just kind of delve into the world of coaching and learning what it is and how to learn the skill and how people
run coaching businesses. And I went through her coaching program in 2013. And that lasted for about six months. So I'm still working in corporate. And that eventually led me to learn how to start marketing my business, my coaching business while I was working in HR. And while I was doing that, I kind of fell in love with the digital marketing piece. And from there, I pivoted and started offering like tech, techie, virtual assistant services. And then that eventually caused me to niche down to Facebook ads management. And then from there, I slid into the project management because I was kind of already doing it in the Facebook ad space. And so that's what caused me to really delve down into project management. In 2015, I left corporate full time I left corporate to pursue my business full time. And so this year, I love everything that's happened is really put it like under my fire under my butt to really kind of stepped things up and grow the business bigger. And so my husband has come on, and is learning the business with me. And, and I just hired my first team member. So ultimately, we help business owners manage the intricate planning around online launches. So courses, group coaching membership programs, there are a ton of steps that need to be done on the background, no matter how simple or complex those funnels are. And so we help people particularly manage their teams, right? Help them with the tech side, because the back end is often always a challenge. Some business owners don't want to touch the tech. And some business owners can do it, but it's just not a good use of their time, they really need to be focused on the things only they can do. And so that's what we help our clients with.

Katy Weber  32:03
I love when you were describing some of your background, especially when it came to learning about Facebook ads in the beginning, it just had ADHD written all over it is like you just one series after series of hyper focus, where you accidentally become an expert in something. And then everybody starts asking you how to do it because you know what you're doing. And it was just sort of like, Oh, I find this interesting. Now I'm an expert.

Tameka Allen  32:32
It was literally insane. Last thing I thought I would ever be doing. But it just it did it made sense to me, it still makes sense to me. And so I learned that I took it for granted that it didn't make sense to other people. And for many reasons, I completely understand why it wouldn't. But I've just learned to play to my strengths.

Katy Weber  32:54
Now, that's great. And I think you know, I think we tend to do well when there are a lot of moving parts. And so yeah, absolutely lean into that strength, because creating online courses is so overwhelming. There are so many moving parts. And but I also think it's one of those things where people tend to think well, how hard can it be? Yes. So your husband just joined this year?

Tameka Allen  33:19
Yes. So we are we're I've never I don't think I told you we are or you may have seen we are north of Houston, Texas. And so we just moved here a year ago back here for him, because this is home for him. And I'm originally from Hammond, Indiana, which is a suburb of Chicago, Illinois. And since I want to freeze my butt off during the winter, I was cool with moving here. And he is he was looking for really a second career after the Navy because we're just in our 40s. So he's still young enough to keep working. But the funny thing is,
and he was a diver for the Navy, too. Yeah. Really cool.

Tameka Allen  34:00
Yeah, he was a diver. And it's so funny because we clash all the time when it comes to stuff because of my attention deficit. I'm a super, super, super ridiculous player. And for him, he is so spontaneous, because you know, he's been able to do this crazy stuff in the Navy that I would never dream of doing. So we complement each other that way, but we also kind of drive each other crazy, too. But the funny thing is, when I would talk to him about the business, especially about Facebook ads and online launches, it made sense to him, even though he had no idea what that world looked like. And so we kept going back and forth. And you know, he was debating you know, to do you know, go and pursue a career because there was some companies that wanted him to come work for him for them, but he didn't want to continue to dive anymore because truth be told is really hard on your body. And so he's like I'm not getting any younger. So um, so he's come on into the business and we're working on that gold now, to just continue to grow the business, but it just made sense. Like I say he understands it. And he's doubt delving into it and really helping me out. And like, so we just hired a system because one of the things I learned that Instagram is I have a love hate relationship with even though it works, I just all the moving pieces with it, particularly when it comes to like, aside from photos, any type of graphics, I just learned, it just drains the energy out of me trying to put that stuff together. So I've learned to really concentrate on outsourcing those things that that don't interest me, because you know how that is with some one with attention deficit, it's like pulling teeth to try and get them to do something if they're not interested in it. And so that's been a huge help so. So yes, it's, it's coming together, I'm really happy with the way things are going.

Katy Weber  35:59
I would love to have 12 virtual assistants, I struggle so much with social media, because I have such a hot cold relationship with it. And I feel like I will post feverish Li for like one week, and then I won't get the feedback that I require for my dopamine hit, and then I just abandon it altogether.

Tameka Allen  36:21
Oh, my God, you know what I have, I have learned to basically treat myself the things I do in the business like a client project, like I literally have an Asana project for my schedule every day when it comes to the business. And then me and my husband, we he says, we've decided that he's probably attention deficit, too, but undiagnosed. And so when it comes to things that we need to do, personally, we actually use an app, and actually have deadlines for things that were a list of things we need to do. And that's our way to keep track of it. Because if not, we'll talk about it all day long. And not doing what's the name of this app. It's called pocket list. And so we share it between our iPhones. And we have a shared account. And so I can create something and set a deadline to it. And so we go in each day on things that we need to check on or, you know, things that are coming up like one off things, but also regular things like for me, literally ordering groceries, I'm checking our bank account every day to keep track on that, you know, doing laundry, like literally, I have all this stuff in this checklist.

Katy Weber  37:36
I'll have to look that up. I just use remind the reminders app on my phone. But I have reminders all day long for everything. And my poor husband, we don't work together. But he we share an apple id between our two phones. And so he also gets the phone all day long, and he cannot figure it out. So how to turn it off for him. But to keep it on
for me so far. But it’s all check out pocket list. Maybe there’s a way I can have this same function without my poor husband having to get the reminders all the time to

Tameka Allen 38:10
fine. Yeah, I think pocket list will will be some help to you. So I would love to hear how it goes for you.

Katy Weber 38:17
So that so you sort of answered my question I was gonna ask if you thought your husband had ADHD. So

Tameka Allen 38:23
we are pretty convinced because just like I learned from my daughter, he’s kind of learning for me. Because for a while, like, we were really struggled to communicate as I learned more about myself and attention deficit. And she argued with him, especially after I found these groups, and was sharing with him some of the things women other women were doing to he was like, Oh my god, baby. He could see the correlation. And he was like, yeah, that is that is definitely us. So like that we've learned to this journey has actually helped us communicate better as well, because now we're both understanding how to better communicate with each other.

Katy Weber 39:02
Yeah, I agree. I feel like even though my husband rolls his eyes, because it's all I talk about is Oh my god. Another thing that I noticed is ADHD. He's so tired of hearing about it. But I do feel like it has improved our relationship immensely, just because of a certain level of awareness that I now apply to why I do what I do, as opposed to always feeling like I'm a bad spouse. And that was kind of my default. And so I'm sure I mean I think it's it's definitely improved our communication and I'm bringing a lot less like guilt and shame to the relationship and I'm sure he loves that because I felt like we were always in this pattern of understanding why I chose him but never understanding why he chose me. And I think it drove him crazy. He was tired of me always having such low self esteem and and so I think it's it's really improved our relationship. Yeah. Communication for sure. I'm curious if that's a common experience, because you know, I know we struggle, we struggle with relationships, just, you know, historically, yes. Especially relationships with other women and our friendships. And you know, often I don't know about you, but I've just felt like my whole life, I was a bad friend, because I don't check up on people enough. And I'd sold out and I can't remember names. And you know, like, just always feeling like, I'm such a bad friend.

Tameka Allen 40:27
I've absolutely felt like that, in regard to friendships. I felt like that regard to motherhood, oh, I beat myself up so bad enough anything. That was something that my husband was really tired here. And he was like, babe, you are not a bad mom. And when I will watch this, here he goes, the comparison syndrome, when I will watch how other mothers seem to handle motherhood, just seamlessly. And I was struggling not just with my child who had attention, who has attention deficit, but also with the one who didn't. And that's because I had Attention Deficit too. And it was impacting my relationships. And so now, like, you said, Now I have so much more grace for myself, because I understand what it is, and more importantly, understand how to better handle it. But yeah, I say and I don't know if this has ever impacted you in business. But one of the big pieces of building and growing a business is relationship
building. And, for me, I felt like, because I was trying to figure out how to manage symptoms of something I didn’t even realize I had, oftentimes, I had my head down. So while people were talking about how they were getting clients, and Facebook groups, and that kind of stuff, that never worked for me, because it’s just a lot. It’s just, that’s one thing that even to this day, that is just not something that is that works for me is constantly being in Facebook groups, you may see me post every now and again, or comment on something. But that’s the space I just can’t stay on all day long. Because for me, it’s just a lot to keep up with.

Katy Weber  42:06
Uh, yeah, exactly. That’s, I think I have a very similar hot and cold relationship where I get very overwhelmed and I get sucked in. And then all, you know, I really need to just like shut everything off, turn my phone off. Because everything else, you know, there’s so many bright shiny objects, and so many reasons, and alerts and notifications and all of that. That is so distracting. I don’t know if

Tameka Allen  42:31
you experienced this also, but especially after my diagnosis, and especially being after being in the online space for so long. I’ve taken so many different courses and my group coaching programs, particularly courses that have Facebook groups, right. So it’s very common, someone has a course they normally have a free Facebook group that comes with that. And I will hear people say this, and it will make me cringe when I will hear the host of those groups say be a good student and being here regularly supporting other people. And while you want to do that, I thought to myself, that speaking that’s assuming everyone is is really able to do that. You know, me being you can find one person where you’re just like, oh my god, did they live in the group like they’re posting like every Thursday. I’m just struggling to post one time. And it wasn’t because I didn’t want to be there to help other people, it just like you said, it just felt really overwhelming. And that’s one of the things I really want to help change in the online world is to create content and courses that are really conducive to both types of brains. Right? If you create a course, and some and there are statistics that talk about, like, up to 60% of entrepreneurs could be attention deficit, that if you’re creating a course content, the last thing you want to do is create a 30 plus minute long video for someone whose attention deficit, they’ll never get through it. Bite Size video absolutely would be much, much better. Much better than that. So I just think about things like that, and how, you know, I really think there’s a lot of room for us to do better in the industry as far as how we serve people to make sure it’s effective for everyone.

Katy Weber  44:22
Yeah, I think I think making those connections and is something that we tend to be very good at, and seeing like what appeals to me, what am I going to respond to, you know, like, I remember, I had a really hard time with blogging because I had so much to say, and I never could sit down and actually type out all the things I wanted to say. So then I I switch to videos, because I thought it was much better for me to just sit in front of a camera and talk. But then I realized my videos were like 20 minutes long and I thought I would never watch these. You know, I would I will. It’s amazing. If you can Get me to sit and watch a three minute video. And so I said to I was like, I will never make a video longer than three minutes. And I will even tell you before you even watch the video how long it is. So you can make the decision if you want to invest the time or not. That is, yeah, so yeah, I think, you know, being able to say like, what, what am I able to do if I’m like, I sort of treat myself like the lowest common denominator when it comes to attention. And that’s one thing I love about the entrepreneurs group is that Jesse will say like, always keep a TLDR.
Tameka Allen  45:31
Yes, yes, absolutely. Absolutely.

Katy Weber  45:33
For anyone listening that a TLDR is too long didn’t read, which I think is really basically the default state for anyone with attention deficit.

Tameka Allen  45:44
Absolutely, absolutely.

Katy Weber  45:46
Well, it’s such a, I think your business is so important and so helpful. And I’m so glad to hear that you are doing well and expanding in a year when we don’t hear a lot about expansion. Especially with small businesses. How do you like living in Houston?

Tameka Allen  46:03
Do you know what people? I get that question often, and I really can’t say because we’ve been here most of the time and pandemic. So it’s really limited what we were thinking we were going to be able to do like go to because you know, Houston has baseball, football, pro basketball, we were thinking we’re gonna be going to games and all this stuff that is so not happening right now. So I really, from what I’ve experienced so far, like there’s great food here. And I actually go to a co workspace like, by the time August rolled around, I was like, I can’t take this anymore, I have to get out of here. And so I go to a cowork space in downtown Houston. And we definitely social distance they you know, pre screening everybody before we’re able to enter the building. And that works for me, because some is something about being in the room with other humans either. If we’re not talking to each other, that makes me super productive. But also the change of scenery, from working at home and living at home to being in a different environment kind of refreshes my brain and refreshes creativity. So I’m so that part I’ve enjoyed so let’s just make me really is making me really look forward to post pandemic so that I can really fully experience Houston and see what everybody’s raving about. Because you know, most people in Texas love where they live in Texas. And my husband is definitely one of those people. So

Katy Weber  47:32
Well, that’s wonderful. That sounds great. And your daughters are thriving.

Tameka Allen  47:36
They are doing well. They are doing well. I’m just so I’m proud of both of them. My youngest daughter, I’m particularly proud of her because she’s really finding her space, I feel like she’s lightyears ahead of where I was at 16 because she got her diagnosis earlier in life and we’re having a better understanding of how to manage that. I feel like she has
such an advantage. And she’s really learning to accept her differences. And that doesn’t mean that she’s less than, so I’m really, really excited to see that happen for her.

Katy Weber 48:07
love. I love that if we can instill that in the next generation. That’s so great to hear. My 13 year old knows far more about technology than I do now. And so I asked her for help with everything if I can’t figure it out on my phone and she rolls her eyes and so she’s she you know she’s she’s got into this mode of just like everything I do is stupid. So much harder than I ever am. I know my mother is looking down laughing at this karmic. karmic retribution.

Tameka Allen 48:41
Visit did your has your daughter told you? You’re old? Because you’re on Facebook?

Katy Weber 48:46
Oh, God. Well, no, she was making fun of me because I you know. I had avoided tik tok for so long and but I had heard when when I was doing my deep dive into ADHD I had heard there was like a really great informative community on tik tok. And I was like, Oh, I don’t know, I’m going to be in trouble with these one minute videos, I’m going to be scrolling for hours. I don’t know. And but which I am. And I totally do that. And I really need to get it off my phone. But it’s been really great to watch the ADHD videos. And in that form, you know, these likes one minute snippets. It’s been perfect, but she just

Tameka Allen 49:24
made me go over there. And I have not gotten on. Oh, because people keep saying obviously people are using it for their business too. And I’m like, I just can’t do another platform right now. Because really, we’re on Facebook, but I’m focusing on on just getting my thing down with Instagram. We just hopped over there here recently. And I’m focusing on that and then I can have to take it one step at a time when it comes to these platforms, which is so funny because I’ve never thought I would get to the point in my life where I will feel like this.

Katy Weber 49:54
No, well and the other thing I have a tendency to do and I think this might be ADHD related which is I will compare myself to an expert immediately what I’ve just started. So now that myself, because I’ve been doing this for one day, and I don’t have 100,000 followers yet.

Tameka Allen 50:11
Do you find yourself doing that in other parts of your life too?

Katy Weber 50:14
Oh, all the time? Absolutely. And you know, and I think, you know, I listened my son who just started trombone this
year, and he’s so good at it, and he loves it. And I’m so proud of him. Because I have that tendency. You know, I think we actually, both my kids have this tendency, if you’re not immediately good at something, you just say, forget it. So yeah, absolutely. But with my business, especially even with this podcast, I mean, you know, I launched this podcast this week, even though when people are listening to this interview, it’ll have been out for a couple months, but like, you know, I launched it, and within three days, you know, because I didn’t immediately have, the whole world wasn’t responding. And, you know, it wasn’t like, I suddenly had 100,000 followers, I was like, Oh, this was a terrible idea. Nobody’s gonna there’s no middle ground.

Tameka Allen  51:05

You know, so I can, I can totally relate. I did this to myself. One of the things that I there were things that I love to do, but one of the things I really hate to do is I really hate to work out. But as I get older, and my hormones aren’t the same as they were when I was 25, I realized I have to. And so when we were living in Florida, that was the last duty station before we moved here. I joined a woman’s boot camp. And so I would get up and go to the early six o’clock class. The first day, I go, I’m talking about like CrossFit style workouts. I go there trying to hang with women who had been in there for at least six months to a year or longer. Yeah, I got walked out feeling like I was gonna pass out and I’m like, What, are you doing this to yourself? Just take me, I just had to learn to get in my zone and look at me and not watch other people. Because I did I will fall into the same trap. So I can totally relate.

Katy Weber  51:56

Oh, yeah. Yeah. I’ve injured myself on many of workout machine, because I was like, Oh, I could I could do more than this. Alright, so tell me where people can find you. And if listeners want to work with you, what’s the best way to get in touch?

Tameka Allen  52:12

Yeah, so we are over on our website is Alan digital group.com. And we’re on Facebook, but we’re really engaging more on Instagram. And you can find us both at the handle AG, Alan digital. And we are accepting clients for quarter one of 2021. So if you’re launching, we’d love to chat with you about your launch.

Katy Weber  52:33

And when you mean launching is that launching specific courses or launching just a business in general, or you do all of it? No, we specifically help people with their online course launches, group coaching launches, or their membership programs. So the business does need to be established, you need to be clear on who you serve. And we help them launch their online programs. Sounds like fun. It is a lot of fun. It is a lot of fun. I’ve really, really enjoying it. It’s just so fascinating, especially with the one of the gifts I keep talking about the 2020 has actually given me has given us is I’ve seen more clients come on who have traditional businesses, I’m talking about lawyers, therapists. Massage Therapist is not just online entrepreneurs anymore. more of those clients who have offline businesses, but are wanting to add a online component of their business. It’s been a really, it’s really increased. And it was actually doing that even before COVID. So it’s been very encouraging. Oh,
Katy Weber  53:36
yeah, well, it's because we're all stuck at home.

Tameka Allen  53:42
So So yeah, that's how you guys can find us.

Katy Weber  53:45
That's great. I didn't even think I didn't even think about that. There you go making all these connections. This is definitely the time to start moving your business online if you haven't. Absolutely. Oh, that's great. Well, it's been such a pleasure getting to know you and talking to you a little more. And

Tameka Allen  54:00
all right, same here. Katie, thanks so much for having me on. And thank you for launching this podcast. We need more of this so we can feel like we have that community with other women and not feel alone and feel like we found our peeps.

Katy Weber  54:12
Oh, thank you. I'm loving the heck out of this and I am so I just enjoy these conversations so much. And I am I learned so much about myself and this superpower through these conversations. So I'm grateful to be able to do this.