

## The Limitless Experience Podcast

The convo about success and looking after our mental health with Poppy Jamie  
Transcript

Poppy: [\(00:02\)](#)

That's been my biggest revelation with this book in all honestly, is like give it up to God. Like, just give it up to you know, like I've fallen into surrender into acceptance that what is meant for me will not pass me by.

Welcome to the limitless life experience podcast with me, your host, Suzy Ashworth. I'm a mum of three, seven figure serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach and believer in miracles. My superpower is helping female entrepreneurs, like you, create six figure breakthroughs in your business fast so that you can expand into limitless living and create an incredibly positive difference in the world. In this space, you will hear me talk all about wealth, yourself, spirit and impact. This is the limitless life experience podcast.

Suzy: [\(01:02\)](#)

Hey, beautiful human. I am excited to share this episode with you. It is with an incredible human called Poppy Jamie, she's an entrepreneur, an influencer, and I think a lot of people would say a rising star in the mental health and mindfulness space. I met poppy a couple of years ago and she invited me to do a guest segment on her app, Happy Not Perfect. And since then she has launched a podcast and written a book, all with the same name. And I love what she is doing when it comes to adding the science and really practical tools around finding your inner peace and wellbeing, despite us being the pretty messes that we all are. This conversation goes up and down and all around. We talk about how people's perception of us and how we desire to be perceived, impacts how we show up what we are striving for and how, at least in Poppy's case, how that perception of how she didn't quite fit in or belonged, really drove her ambition and really what needed to shift when it came to her personal measurement of success after her body had a complete breakdown and she ended up in hospital. I know that a lot of people are going to resonate with this story so I invite you to get stuck in and obviously let us know how you go with that.

Suzy: [\(02:41\)](#)

Hello. Hello. You gorgeous human being. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast and I have got an amazing, amazing human to introduce you to today. Her name is Poppy Jamie, Poppy in the house, how are you doing?

Poppy: [\(03:07\)](#)

That is the best vibe ever. I'm like, I want to join Suzy's club every day. Just to have the nah, nah, nah. I'm, I'm good, but I'm far better for speaking to you.

Suzy: [\(03:22\)](#)

Oh, bless you. I want to say, look, you are an entrepreneur. You are a thought leader. You're an author. You have done so many incredible things. And I want to kind of go all the way back to the beginning to just hear about how you got to this space. So what were the kind of big pivotal points that happened when you were younger as a kid?

Poppy: [\(03:53\)](#)

So funnily enough, this is something I really thought about in detail when I was just writing this book because I wanted to go back to like the core beliefs that all that ran my life to dictate the choices that I started to meet from quite a young age. And so I, on the first day I was legally able to work at 16, I was running to my first job, but I thought work to me was freedom because I was never given a penny and we had to, and my dad is an entrepreneur, but really had a very kind of up and down business. And my mum is a psychotherapist. So I think that's really important when I think to myself, like, why am I doing what I'm doing now? Because I think those two things together, not only to understand like have an appreciation for the mind, but also I think when you grow up in a financially unstable home, it also gives you this kind of real desire to create safety for yourself.

Poppy: [\(04:54\)](#)

So that's why I became a total tweenage workaholic because even at the age of 13, I formulated this plan. I'm like, it's fine. I'm going to do this and I'm going to do this. And that means I can buy as much Ben and Jerry's ice cream that I'm not allowed to have currently, forever. Because I talk about it with my parents now, I think as kids you're like, oh, you know, please can we have the cookie dough, ice cream? And my mom's reply would always be well, that's too expensive. And so that's too expensive then I think led into probably why I became so obsessed with work. And then probably got a big dose of, you know, I'm not enough because I was just never a star child. You know those people who have these like special skills when you're little, you're like, oh, Sue, you know, Sally, she's really good at music and Tommy, he's great at football and Charlie, she just has this great ponytail that everybody likes.

Poppy: [\(05:50\)](#)

But when you don't have, like, when you can't kind of find your special skill as a child, for me I turned that into, well, I've got to try harder to try to find my special skill. And I think that then led me into, yeah, I was a waitress when I was 16. And then when I was 18, I got my kind of first job and I was desperate to be a TV presenter because to me they felt like the best storytellers in the world. I was like, wow, if I was a TV presenter, I could, you know, almost be like a teacher, but to loads of people, because I used to think it was the coolest thing ever, was being a teacher. And, so at the age of 18, I set up my first company to try to become a TV presenter because I realized that no one was going to give me a job.

Poppy: [\(06:34\)](#)

So I had to create a company to try to get a job, which I did. And so then I was working at ITV, and ITN is their youngest entertainment host. So at 19 and 20, I was running around and interviewing like one direction and all these kinds of like pop people, whoever was kind of big in 2013, 2014. And then I remember in that environment, I was also not enough. And my boss would say, oh no one's going to like you, you know, you don't sound right. And you know, I just don't think you'll get enough for this job. And that's when I was like, oh God, well, how do I become, how do I be better? How do I find a place that does want me so I suddenly thought, oh, I should just move. I should try and move to America.

Poppy: [\(07:17\)](#)

So I spent years trying to like, get my visa, tried to, I would take trips over there to try to find a job and you know, I'd work, make enough money. Then I'd pay for my flight tickets, stay for as long as I could then come back to make some more money to go back again. And then I guess I probably got my break from a totally random situation. I met a woman, a woman on a train who ended up being this TV producer who ended up introducing me to somebody else. So it, the moral of the kind of the story of how my career started was you never know who's going to give you an opportunity because it ended up being this random woman I met on a train.

Suzy: [\(07:53\)](#)

There is so much juicy goodness in what you have just shared. I'm really curious because happy not perfect, the app, which came before the book, right, is all about mental health and wellbeing and helping people connect with their health and their wellbeing and themselves. When I hear your story, I'm surprised. I think that meeting you and seeing everything that you've achieved. And if you don't mind me saying, hearing your accent, there is a, there is an opinion, there are judgements, there are assumptions made about your background and where you've come from. And I'm curious as to whether you were very aware of the assumptions that people made about you and maybe even continue to make about you. Has that been very present for you?

Poppy: [\(08:53\)](#)

Yes. Because he never said you never fit in. So like everybody assumes that it's because my accent is like, well-spoken everyone assumes I'm really posh. So it's like when you're with, and really people who are well-spoken, you're like, well, I don't fit in because I haven't had probably the background you've had. And then they, everyone else that assumes that I haven't had the background they've had, if, you know, if someone's had a different accent to me and you're like, oh no, where's my tribe. You know, whereas where, you know, where people that understand me because I don't fit in anywhere. And so when you're kind of an outsider, you just have to, you know, I interpret that as you've just got to try harder. And I think it did lead into why I created happy not perfect because it didn't matter how hard I tried.

Poppy: [\(09:35\)](#)

I just was never perfect, never perfect for anyone and the thing. And the reason why I created the mental health app, which Suzy is an amazing, amazing guide on, it was, you know, after a health breakdown, because I think the stress of probably a very deep level not fitting in, but then the stress had put on myself overworking and people pleasing and, and just stretching myself to basically breaking point led me to have a complete and utter shift. But yeah, it's a really, it's been a really odd existence for exactly what you've just pulled up, which is, you know, don't judge a book by its cover. I think, you know, they look at me and the assumptions that they make are so different from the experience. Yeah.

Suzy: ([10:20](#))

Do you feel that, that you talk about not fitting in, but I'm curious about the relationship that you had with your parents when you were younger and was there an expectation that you felt that you weren't living up to that was coming from them or was it coming from you like needing to be better?

Suzy: ([10:39](#))

Totally coming from me, which is so odd because my parents like, just do your best, just do your best. They just didn't care about academics. They didn't care. Like we would have a fight and they'd say, stop working, stop working. It's so odd that I would fight with them. And they would tell me to stop working. And I'd be like, no, I'm reading, I'm bringing these books on holiday. Like I'm, it was like, I, it was a very strange fight for them to be like, you've got to calm down, you're going to make yourself sick. And I would like get really angry if we weren't at school on time, I have to get to school early. And th my mom won't let you know, the stress is going to, you know, you're going to get sick. And obviously, you know, 10 years later I really did get sick, but it was, you know, that's what I mean, like work to me was freedom because you, then weren't told you couldn't do something because somebody, you know, cause your parents couldn't afford it. I was like, well, I'm no one's ever going to tell me that again, I'm just going to work so hard that I can do what I want.

Suzy: ([11:33](#))

Ooh. So I think when you say that you set up your first company at, or you got your first job at 16, and then you start your company at 18, was that setting up a company at 18 feels like a really, really big deal. It's a very mature thing to do. When I think about what I was doing at 18, it was going down to the club and having smoking a joint, and getting drunk. Was that, did that come from seeing your dad? There was just like, okay, that's what we do, dad set up his own company. So that's what I do. Or was there something else?

Poppy: ([12:09](#))

Yeah, I think he, I think it was, I definitely think when I look back, you are such a product of the people around you. And I think again, it's like route to freedom. So it's like, well, obviously I've got, there was almost no other choice because, you know, we didn't know anyone in television and I wanted to do this and I wasn't going to be told no. So I was like, well, this is the only option I have is to, and you

know, when I say set up a company it was really botch it, wasn't doing it. I mean, we didn't exactly have any accounts. It was, you know, trying to like, you know, grab some people my age. Right we're going to do this TV company and we're going to go around and interview people. And so yeah, it was just, it was, again, it was like last, last resort when you don't have, when no one's giving you money. And also they're not giving any opportunity either. It just, I was like, right, well, it's down to me then.

Suzy: [\(12:56\)](#)

I think that's really, I think that that's unique. I think it's very typical of entrepreneurs and people who are born entrepreneurs. But I think that, I mean, some people, some people say that you get people who are born as entrepreneurs and from the age of five, they were selling football cards down the shop. I think that it takes that level of gumption. There's a lot of, I think, yeah. I think that, that is the word. Did you ever worry about failing at that age?

Poppy: [\(13:32\)](#)

No. I think that is the one thing I'm really, really grateful to my parents for taking away that fear of failure because they didn't care about the result. They didn't care about our grades. They didn't care about, you know, if it was the same for me and my brothers, we were always like, never quite gotten the team. You know, we'd be sub we'd be like standing on the sidelines and that didn't matter as long as we were trying. So I think, yeah, I failed so much growing up, you know, I, I would kind of set myself up for this and wouldn't quite get it. And so failure in a way I want to look back on, but it didn't even come into my mind. It didn't, it wasn't even something that like was, it was a thing I guess, because that was almost my reality of it. Nothing that had really went out, and went that well, so I didn't really have much to live up to. And I think that's kind of like quite helpful actually feel if you think you've been quite a mediocre child, I actually feel sorry for the people who are superstars at such a young age, because they felt, I think more of a pressure to like live up to these unblemished records, whereas everything had gone slightly wrong up until then. So it was a bit like, well, what's another thing.

Suzy: [\(14:34\)](#)

I really relate to that. I'm writing my book at the moment. And so I'm revisiting my childhood and the way that I write it probably sounds a bit harsh, but I'm like, my parents were very disinterested in my success and I think they just, they just didn't care. And I think that when you have parents who measure their own success through the success of their children, that's when you get the pressure and that's when you know the kids, like I I've gotta be, I've gotta be successful. I didn't have that. So again, I really relate to not really worrying about failing. I think that now in my career, there is more of a, if I fail then everybody's going to see, and I didn't have that. So it feels like the stakes are bigger. It doesn't stop me, but it definitely is in my mind.

Poppy: [\(15:23\)](#)

Yes, absolutely. And I think also I think naturally like younger people, we're quite, we want to rebel and in a way I was rebelling against my parents being like, have less ambition. My mom would be like, no, stop dreaming so much. You know, like almost she, because she was so worried, I think, because she didn't want us to be disappointed. She'd be like, no, no, just, you know, like I remember when something went terrible at school and I was, I'm not going to get the grades. My life is going to be awful. And she's like, no, you can set up a really sweet flower shop. And you know, the local village, it will be so lovely. Like, you know, she just, that's kind of like her outlet. It's like, can I just, you could just be happy doing, you know, whatever, stop putting so much pressure on yourself. And I think in a way I rebelled against that, like, no, don't tell me I can't do it. I'm going to do it. You know, it was kind of like reverse psychology in a way.

Suzy: [\(16:18\)](#)

So when you're interviewing One Direction, tell me how did you, what was it that you did that enabled you to actually get the gig with ITV?

Poppy: [\(16:26\)](#)

Well. This was like the, I mean, you could say this was like massive like con men material or it was entrepreneurial. I'm not sure which, but I, so I went to university. I finally, I got disqualified for my A levels, which was obviously, as you can imagine a disaster when you're 18, because I accidentally brought my mobile phone and with, into the exam, it was just the beginning where we kind of had mobile phones and I hadn't turned it off. And it went off, it was started like bleeping. And so they assumed I was cheating. And obviously I was the biggest geek in the entire world. I definitely would not have been cheating. And so that's, there was kind of the first car crash when I had to redo my A levels. So then finally went to university the year afterwards. And that's when I set up this TV company where we would interview all these different TV producers to ask them about their careers.

Poppy: [\(17:14\)](#)

It was really kind of like, you know, this was 2000 and oh gosh, like, oh my God, how 2009. And so way before that YouTube was not even a thing yet. And so I'd email people I basically just wanted to work for. And I would say, I really want to interview you about your career and it's for the London school of economics. And obviously they were like, oh, well, if it's for the London school of economics. And obviously the know the university knew nothing about this TV company that I was basically using their name to kind of get my interviews. And so walked into his interview with the head of ITN. And they said, you know, spoke about his career, the worst interview I've ever done stumbled, didn't end my questions, all the rest of it. And I said, well, can I have a job afterwards?

Poppy: [\(17:56\)](#)

And he was like, uh, well, um, uh, and I said, look, I'll do anything. I'll make tea. And he goes, well, I guess you could do some kind of work experience. And so I arrived the next week and I basically made cups of tea for about a year. And I did it while I

was working while I was at university. And they gave me maybe 40 pounds a day and I would do really boring jobs like lock the ticker, which basically you log timestamps on hours and hours of footage. And then I'd make cups of tea. And I did that until they finally agreed to, you know, start training me to be a TV reporter and a video journalist. And then I had this crazy life where you wake up at five research my essays, then go to this TV studios to write the bottom news ticker that would go along the screen during the morning news and then run back to university, go to my lectures, run back to the TV studio, then do the, like the next shift.

Poppy: [\(18:48\)](#)

And I basically had this crazy life at the age of kind of 20 where I, you know, I, I never knew what it was like to get really drunk at a university party because I was always waking up the next day to go work. And then from that, they finally started giving me the jobs that nobody else wants to do. And then they started giving me like mini interviews. And then I just, you know, it was what two and a half years of like really boring jobs both finally then started to be able to do, you know, the interviews that I wanted to do.

Suzy: [\(19:14\)](#)

Even though it was two and a half years of really boring work. Did you, did it feel good? Did it feel purposeful? Like you enjoy it?

Poppy: [\(19:23\)](#)

I loved it. I loved it. There was nothing that made me happier because I was finally fell in a way that I fit it in, in a way I loved the office. I loved it like going in the routine, making cup of tea, just being in the world. Like I kind of hated the educational world where like, life hadn't really started yet. You're kind of waiting for life to start, but hadn't really started and I just wanted it to work. And I've always said, worker's freedom. That's how I've always seen it.

Suzy: [\(19:48\)](#)

It's interesting because you have said that a few times and I'm like, was work freedom or was work money and money was supposed to be freedom.

Poppy: [\(19:56\)](#)

Well in the beginning. And I definitely think it got confused further down the line, but in the beginning, no was freedom because I get, I got to meet new people. How do you meet new people? It's actually really hard. So actually work was like, oh, you got to meet all these interesting people. You got to meet new friends. And also I loved it, like learning about the television industry. It was like a dream. So it was freedom in the way that it was freedom from the friends you grew up with and don't get me wrong. Like they're great friends, but you know, you don't choose a lot of them. You just happen to be at school with them in geography. So suddenly you're able to choose what you do. And, you know, yes, money is, you know, money is fin tip. I mean, I got paid like next to nothing. So it was kind of more the freedom

of like, wow, this I'm creating opportunity for myself to go and do something I really want to do.

Suzy: [\(20:45\)](#)

I am curious about this, the belonging piece, from an outsider, I would say that one of your skillsets appears to be, you're a person who is a super connector. So, you know, you just, people like you and people want to either do things with you, network with you, do things for you. That feels like one of your superpowers would, does that accurate?

Poppy: [\(21:11\)](#)

Funnily enough, a psychic actually said that she goes, you know, the reason why you're on this earth is to connect people. And I really like that is honestly, gives me more pleasure than anything else. When I like yesterday, I met this guy and I said, well, what do you do? And he said, oh, I do this. So suddenly it was like, oh my God, I met someone last week that needs you. And I just think that it's such a, it's such a hobby. Like I don't obviously take any kind of benefit for myself from it, but I just love going, oh, I met your Drexel piece. Oh, I need to connect it because it's so fun. And I love it. And that's why I've always liked the American mentality because it's always like, how can I help you? The first thing someone will say, how can I help you?

Poppy: [\(21:47\)](#)

Who can I connect you with? Oh my God, have you met this person? You need to meet this person. And I like, just love that mentality where I'm like, what do you need? And, and obviously it helps when, you know, it helps some people kind of, you know, if everyone has a giving mentality of like, well, how much can I give you? What do you want? What do you want? Everyone just achieves what they wanna achieve quicker. And you realize that there's always enough for everyone because everybody wants actually different things.

Suzy: [\(22:11\)](#)

Yeah. Where do you think then this sense of not fitting in or not belonging happened when you had all of these people around you and you're quite magnetic?

Poppy: [\(22:22\)](#)

Well, I would say that the later on in life, the belonging thing in a way, the connecting cured the belonging thing because I want to be needed. So I look, you know, why am I a good connector? Cause I actually love being needed, when it comes down to the end of the day. And that sounds like, oh gosh, well, they need to connect people because for selfish reasons to belong. But I feel that all of us kind of have our primal, like once, you know, I want to be loved. I want to feel safe, want to feel enough. And we fulfill those in different ways. And so I think in a way, not feeling like I belonged, makes me want to not only belong and, but also help other people belong too. So that's probably actually it was the fuel to probably turn into the person I am. Yeah. Coming from, you know, that's kind of, I do think it's

interesting. That's why I think sometimes we look back on, you know, the, our childhood wounds and we kind of see them as a negative, but actually I actually think it's like, I actually I'm, I wouldn't take away the financial insecurity and I wouldn't take away the kind of feeling like an outsider because in a way it's been like my kind of, you know, the formula that's pushed me to do what I've done.

Suzy: ([23:29](#))

So what was it that, you said that you had a boss at ITV that said, I don't think that you're really fitting in here. What was it, any one specific thing that made you go, you know, what enough is enough and I'm going to go and make it in America, I'm going to do my Robbie. Or was it just kind of a buildup over time?

Poppy: ([23:51](#))

Well, I think, what, what this TV producer did is confirm my worst fears because it wasn't like I haven't thought about that before. And this is what I really kind of like focus on with the confirmation bias bit in the book because I was already feeling like I didn't fit in. So it just took a couple of words, someone else to be like, well, I don't think people are going to like you on television for me to go, oh my God, it's true. It's true. And my subconscious going, here's the evidence you were right all along. And that is the nuts thing I guess, about our brain is that, you know, we are looking always to confirm our worst fears, even if you've got a shred of evidence and 99% of the other evidence proves that actually do belong and you do fit in so, yeah, so it, I think it was, you know, it was the straw that broke the camel's back that I had been loading on for years prior.

Poppy: ([24:45](#))

And he, you know, he wasn't the nicest man ever. I mean, I have to say like he was incredibly cruel and this kind of, I think it goes into, you know, those very subtle office politics that can really rattle us. I don't think, you know, sometimes I think we underestimate the subtlety of people's remarks or the way they email and if you're sensitive and you're aware of your fears, you know, they can really pull you off course, something seemingly so minor. So yeah, I think it was like not the, it wasn't an environment that was ever going to bloom because, you know, I think he, in a way, I'm not sure if I'm not sure if he intentionally did it, but I think some people can fish out our insecurities and suddenly kind of play on them.

Suzy: ([25:27](#))

It's funny because you use the scientific phrase, confirmation bias, I'll talk about being an energetic match. And so I don't believe most people are not bad people, but we get put together with people that are going, that we resonate with. And there was a resonance, I feel insecure. He, people who act like that obviously feel insecure and they offload in order to try and make themselves feel better. And the person who was going to be most receptive is always going to be you because you have that feeling. You, you know, you have that sense of unworthiness. It's like, okay, I'm going to offload onto you. Can I feel better? Can I feel better? No hmm yeah.

Poppy: [\(26:07\)](#)

Energetic resonance is so true, so true. Oh God. That's good nuggets. All right. Thank you for that Suzy.

Suzy: [\(26:15\)](#)

You're welcome. So you were in the states, we were saying just before we came on live, that you were in the states for seven years. So you went and I'm guessing that there were, I'm curious to know when the breakdown happened. But they would have been huge. Tell us about that time. I want to know the gifts and also the gift that maybe was packaged in a bit of a sandwich.

Poppy: [\(26:41\)](#)

Exactly. I love that gift packaged in a shit sandwich. Yeah, exactly. America was exactly that, it was full of wander, but also with a knife edge. And I remember why originally, why I originally fell in love with the place was because everybody didn't limit your dreaming, rather than in England I found that it's like, oh no, you can't do your TV reporter. You want to set up a company? No, you're this, you suddenly do one thing. You have an identity and no one allows you to change from that identity. And that's why then people get uncomfortable. If you change, if you level up, they're like, oh, you've changed in this like, oh, you've changed in this. You know, they say it as if it's a, you know, criticism that you've changed. And I love that quote where people respond that well, I hope so.

Poppy: [\(27:27\)](#)

But it was, I felt so in a way, like suffocated being in England, because I was like, well, I want to do all of these things. And it was like, no, get back in your box, your this. And so, so American was the opposite. Yeah. Do it. I know an investor. I know this person that can help. I can, this person that can help. And there was no limit to how big you can dream. And also no one understood anything about me for, I wasn't placed because of my accent. So I was again free from these assumptions when people hear how I speak. And I was like, this is so good. And you know, I remember booking an Airbnb on the first plane out there and it was like \$40 a night. And it was, you know, I got to this like dungeon in west Hollywood in his basement.

Poppy: [\(28:08\)](#)

And there were like, wire on the window, like it was, you know, it was, it was terrible. It was terrifying. And I remember getting into the, the sheets and there was like, oh, like the duvet was like cardboard. And it was just, I remember being like welcome to LA, you know, the very opposite of glossy. This is what they don't show in the movies. But I remember in the first week I just met these people who were like, yeah, I can connect to you. I can help this. I can help this. And the thing with LA you quickly realize is that everything has such a hierarchy and it's changed so much in seven years. But when I first got there, it was basically like, oh, are you famous? No. Okay. See ya. You know, kind of, it was, it was like a different hierarchy to anywhere else in the world.

Poppy: [\(28:52\)](#)

But having said that people were generous with how they could help you. They appreciate dreamers. They appreciate anyone. And no idea is too weird or wacky. Everything is just, yeah, man, go do it. And so I ended up in a way when you've got so much opportunity, you're like, well, I just need to work harder and harder and harder and harder. And so things started happening. Like I first launched the first TV show on Snapchat with over 10 million people watching. It was the first ever time Snapchat launched content. And I remember being like, oh my God, this, you know, this is crazy. It was the birth of technology and media coming together, Instagram, it wasn't even really around yet. And, or maybe it was, but was in its super early days. I remember I started meeting like other brits, other young brits. And so I had all these friends for the first time, but also in the creative industry. And they were like actresses and painters. And I was like, oh my God, I've never met any people like this before. And everyone's dreaming together. Everybody also wants to do things that were slightly different from what they understood life could be like. And I thought that was a one, a huge lessons, like surround yourself with people who want to dream as big as you.

Suzy: [\(30:05\)](#)

Environment is everything. I'm curious. What, where do you get your inspiration from? But you know, when you were on the plane, you knew that you were going to America. Did you go with the idea of setting up the first TV show on Snapchat? Like what, where does, where did all of this?

Poppy: [\(30:23\)](#)

No, I honestly didn't even know what I was going to expect. And in a way I think it was good. It was like naive, total naive. It was blissful ignorance. I genuinely just thought it was going to be okay. And then I got there. I was like, oh God. And you know, it took me two years to get the Snapchat job two years of just meetings, meetings, meetings, meetings. And, you know, I was, I was maybe three dress size heavier than I am now because I didn't also understand that American portions were so much bigger and I had that mentality finish, finish everything on your plate. So I grew larger and larger and larger. And I remember coming home and my dad didn't even like, recognize me. He was like, oh wow. Oh, you've eaten a lot. And it was, you know, it was just that time when you kind of been working out and I, and this is why it was a struggle.

Poppy: [\(31:14\)](#)

Like, you know, I can look back on those two years with rose tinted spectacles now with like all these crazy people I met and experiences I never had, but they were hard years. You know, I was going back and forth because I would spend all my money then have to go back to the UK and like make more money and then go back. So, you know, it wasn't like easy, but I remember this, my friend said, oh shall we go see this talk. And it was by a man called sad guru, who is this incredible spiritual teacher. And I, and I've always been like quite, you know, I grew up quite

religious and then I really adopted my own spirituality, even in my teenage years. And so I went along to this talk and at this talk, I turned to my left, start talking to this woman and she was like, oh, you should meet my daughter.

Poppy: [\(31:57\)](#)

She works at Snapchat and it turned out that she, then she asked me to Evan Spiegel, who obviously is the founder of Snapchat. And then we were like, and within a month, we'd launched this TV show there. And so it was, you know, it was the art of saying yes, I just said, yes, yes, yes. I'll go to anything. I think I'll go. I don't even know what it is, but yes, I'll go to that and this, and not knowing, but just, I guess, wanting something so much, I just wanted to be doing it being a TV presenter. So I just said yes to everything, not knowing how it was going to unfold. I was like, I guess, like a natural manifester, but the problem is, is that what I found later down the line, and this was all great. And then I obviously had met that person on the train.

Poppy: [\(32:41\)](#)

So it was interviewing for MTV at the time and doing posting the MTV award show, the red carpet, I then started working for E news, which was like my dream and doing the pre-red carpet show before the American music awards. And it was, you know, it was on the surface glam. You know, my co-host was bow wow. If anybody remembers him, it was childhood dreams coming a reality. But behind the scenes, like, you know, this was worked, but it wasn't every single day work. It was, you know, you were doing like maybe once a week or, you know, you, and so it was still really difficult to financially support myself. So I ended up just saying yes, to as much, many different bits of work I possibly could. And you know, my people please are wanting to belong that yes, that yes, yes, yes, yes, yes, yes load.

Poppy: [\(33:23\)](#)

Mode was amazing. And getting my first jobs, getting my first breaks, but then suddenly you're yes, yes, yes, yes, yes, yes, yes. It's causing you to overwork yourself, like say yes to every dinner because you don't know who you might meet. So, you know, I was going to dinners to see if I could like get opportunities in, you know, late at night and getting up super early to get to work. And then I, this was when my mental health really started to tumble. And when I was doing the Snapchat show, I realized I wasn't the only one and everybody around the world was struggling. Instagram started becoming a huge force. Suddenly you were comparing yourself to thousands of people a day when really, before we didn't quite know what other people's journeys were, we just thought that, you know, we kind of knew our friends and that was it.

Poppy: [\(34:05\)](#)

And it was becoming so much, and it's hard to get all these bloating. I didn't, honestly, I, my tummy looked about four months pregnant for two years. It was like, you touched my tummy. It was like fully, it was like hard and fully bloated. And my mom was a slow down, slow down. No, you know, I'm going to be, basically have to

go back to England. If I don't make this work, I'm going to have to go back there. I'm just going to, you know, I've got to make this work. And just finally, I broke.

Suzy: [\(34:33\)](#)

What point in the journey was that as in how many years?

Poppy: [\(34:36\)](#)

So that was kind of like three, three to four years into America. I was like 23 when I went, this was like 27. And I just then started setting up the two companies like launched this fashion line with my best friend called Pop and Suki. And then, yeah,

Suzy: [\(34:50\)](#)

Yes, I remember, is that still going?

Poppy: [\(34:54\)](#)

Yeah that was sold a couple of years ago. And, but yeah, we set up this, you know, the, the first ever really personalized fashion brand where we harness Instagram and it was this pastoral pink world. And then at the same time, I set up this mental health company because I realized that there was so few access to like psycho kind of therapeutic resources and mindful and mindfulness seen in a different way. And so at this point I had maybe four jobs, cared about all of them. And my health was like, yeah, this, this is too much. And I ended up in hospital. Can

Suzy: [\(35:31\)](#)

Can I ask before we talk about the hospital, where are you actually getting paid? Like, did you, at point before you went into hospital, did you feel like you had some financial freedom because this,

Poppy: [\(35:43\)](#)

No. No. That's the thing, you know, that's the difficulty with startups because you don't pay yourself, you're putting everything into the business. We raised money, but the investors money had to go actually into the business. So I was still sleeping on like friends, like spare rooms. And that I had no stability. Sometimes you're all of this act as if like I've got it all together, but, you know, I call it in the book duck syndrome, because I'm trying to look like I'm gliding, but underneath they're paddling for dear life.

Suzy: [\(36:13\)](#)

It's exhausting. That's that, especially in the worlds that you were in. And I think that we see this a lot in the coaching industry actually, but having a fashion label, you got to look apart.

Poppy: [\(36:27\)](#)

Yeah. You've got to look fab. There I am not being able to fit into any clothes because I'm so bloated. So we'd go on shoots, you know, to market the fashion brand. So we're like glamour magazine, teen Vogue, Vogue, like our glam, Elle,

every magazine you can imagine is writing this brand. And I'm that terrified of turning up to clothing appointments because nothing fit me.

Suzy: [\(36:49\)](#)

Then I'm assuming that there is, because you're not connecting the dots and this is happening because I'm sick. There's also layers of shame and guilt that you're carrying along with with yourself as well.

Poppy: [\(37:02\)](#)

Oh, totally. And you're like, and then, and then again, you use it as evidence. I used it as evidence for, well, I'm not enough. I just need to be better. If I was better, I would be able to handle this.

Suzy: [\(37:14\)](#)

So what was the tipping point when you ended up in hospital?

Poppy: [\(37:17\)](#)

Well, my body crashed and this is what was so amazing I think about our health because, you know, it's our barometer, it's our signal system that says, yeah, it's not gonna work out for you. Like, you need to pause into stop, but my brain wouldn't listen to my body until my body was like, okay, let's see how you like this. You're going to fully burn out now. And it, my health forced me to slow down and I'm so grateful for that health breakdown because it took months to recover. And when you're sick, you, it, I w imagine, and this is really bad comparison, but I imagine it's what kind of having children suddenly you've got to prioritize because you don't have endless time in the day. So when you're like, you know, when you're, when you're being, when your health is compromised, you're like, right. I've only got, I can only do one good thing today. I can't try to shoot 10 million things. And so when you're single and you don't have any other responsibility, you can push yourself to breaking point that suddenly now I was like, okay, I've got to care about something else, which is my health. I've got to care about me. Yeah. Yeah.

Suzy: [\(38:17\)](#)

I think the interesting thing about the body, I was reading a book called the happiest man on earth, and it's about an Auschwitz survivor. And he says, the thing about the body is that you can put, it's so strong. It's the most incredible machine on earth. And we take it for granted and we push it and we push it and we push it and we push it. And most people's bodies will, they will, it will do its best for you until really, like you say, you get to breaking point. I am interested, you said the mind wouldn't stop. The body had given up, what was going on with your spirit at this time?

Poppy: [\(38:58\)](#)

Collapsed. I read my diary entries from that time and digest. Right? All these things like I've lost my light. It was just so crazy. So crushing. And when you don't have energy, you're like, and I'm such an energetic person. And when you can't scrape

the energy from you, you're like, who am I then without my energy? Who am I? And yeah, I wrote loads of diary entries around this time because it was the only way I could really understand and really release how I feel. And it was so much about like, wow, I don't know. I've not, yeah, it was that it's like, I've lost my light, which is such a kind of, when you think about that, it's like, that's our, that's our soul. That's our, you know, who we should, you know, who are we without our light? And so that was the greatest lesson in, you know, who are we without our light then, then why are we living lives to destroy our light?

Suzy: ([39:50](#))

So what happened?

Poppy: ([39:51](#))

To this is, you know, when I guess, diamonds in the rough, like the gift and the sandwich, because I realized that no one was going to change my life for me, it didn't matter who I spoke to. Didn't matter what advice I got. Aside from, you know, it was really helpful talking to professionals, therapists, like a life coach, like critical to help me work out where my blind spots were, where I had totally missed the mark. Like why my brain, what was, you know, what were those core beliefs driving my decisions and how could we change them and challenge them. And this is why, you know, our mental health, you can lead someone to water. Someone can say, oh, you should read this book. But if you don't drink, you know, no one can change you, but you, and also fears, don't go away by running away from them.

Poppy: ([40:37](#))

Fears only go away by facing them. And you know this, and I realized, like, to stop over, identifying myself, going, well, I'm an anxious person. No, I'm not an anxious person. Of course I'm not, no one is, we experience anxiety. We experience pain like, oh, when I would sit there and my victim, I'm like, why me? Why is this happening to me? Why am I not being successful? Why, why, why, why? And I was like, well, that's not gonna get me anywhere. And actually like, where is the strength I can pull from the situation? And, you know, wisdom is earned, not, you know, we can't just like buy it. And this is what really led me to completely realigning my path going well, what really is going to be truly fulfilling? And that was okay. Let's build happy not perfect.

Poppy: ([41:22](#))

And to make sure that all the tools and all the research that I'm doing right now, everybody has access to them because emotions are contagious. It's not enough just for us to heal. Everybody has to heal because otherwise you're going to have toxic unhinged people walking around. And it's very difficult for a healed person to stay in their full of light, light, full brightness if other people are trying to drag them down. So we all have to heal together to be able to support ourselves in each other. And in a way I wouldn't take away that health breakdown. I wouldn't take away these struggles because I wouldn't be doing what I am now, without it.

Suzy: [\(41:57\)](#)

You said that it took months for you to recover. How many months and what was the process in really going all in on happy not perfect. Like how big is the team? How did you find your work life? I don't know whether work-life balance exists for somebody like you, have you had to temper your ambition. I'm really interested in your relationship with that part of you. Does it feel tempered or is it like, actually, that was part of my wounding. It wasn't even, I wouldn't even call myself an ambitious person. That was me trying to escape something. There's lots of questions in there.

Poppy: [\(42:40\)](#)

Yeah but I think, you know, that's one thing, funnily enough, I thought about it a lot recently with the launch of this book, because I'm like, oh, what do I want from it? Like, what is this, what does this mean? And last week, for example, I was asking all these questions to myself. Like, am I actually ambitious? Am I actually, or was this, yeah, the walking wounded that felt that she had to do something to be enough and to belong and "run off to success" that, you know, we're culturally conditioned to like, want that actually does that even make me happy? And you know, I think, you know, building a nonprofit was really, really challenging. And the irony is that it's a mental wellness app and for anyone who doesn't know what it is, it basically turns a mental health workout into a game.

Poppy: [\(43:29\)](#)

So in less than five minutes, you basically get asked six questions from grass shoot questions to you, get to burn your worries and, you know, fire burn. Then you get to have a moment of compassion. And then you also get to meet incredible thought leaders from around the world. And one of our incredible thought leaders is Suzy because I've found that actually finding good people is really hard. And in this world, that's becoming the wild, wild west. You go online and everyone's trying to give you advice, who on earth do you follow and who on earth is the real deal and who on earth has really done the research and who enough really actually cares about people. And isn't just trying to do it for commercial means or, you know, and so that's why it was really important to, you know, find people like Suzy, who was going to bring small snippets.

Poppy: [\(44:15\)](#)

It's like, you know, you give people snacks and then the app then allows people to then go and learn more from these wild thought leaders. And the idea just every single day filled me with so much energy, because I was like, this is my purpose. I'm a connector. So I need to build a technology platform to connect people to wisdom and resources and people that can empower them and also get them this daily workout. But behind the scenes, you know, it doesn't matter if the intention of the company and the app is amazing, but behind the scenes, I was really struggling because I was managing all my own staff. Also, like for the first time I've got to manage a team and, you know, then you're raising, you've got to raise money to, because technology is expensive and coach, and it was really out of my depth, like

swimming, trying to learn a whole business school degree by myself, you know, very quickly. And you know, that part of it, I really hated, really hated. I loved the creative side of it, but when you're like spending weeks and weeks with lawyers and spreadsheets, I was like, oh my God, this is so stressful because I'm not in, I'm not doing what I'm good at. I'm trying to do every job.

Suzy: [\(45:26\)](#)

You weren't in your zone of genius.

Poppy: [\(45:29\)](#)

No, not at all. And that's been like, you know, a huge lesson of entrepreneurship I've learned is, you know, and it took me a while to find a really good team. And when then you do find a really good team and like, oh my God, like what, what was I doing? Trying to do everything yourself. But when you've set up companies who sometimes, and if you're a bit of a perfectionist, it makes you think that you should do everything yourself to try to perfect. But actually all you do is slow growth. And you just caused yourself way more stress than you need to. So a good, the best lesson I've ever learned is find a good team because that is the route to success, of somebody can't walk alone. But, you know, have I been able to have a temper my success, or what am I ambition? Well, yes and no.

Poppy: [\(46:07\)](#)

I think because what I've really come to terms with is, trying is the fun part and the, you know, all pain lies in the gap between expectations and reality. We expect this to have this huge, huge momentous result. And then when it doesn't happen, we can get really disappointed and all our energy can be taken from us, or we allow it to be because we've got that big gap happens. Whereas, you know, for me, it's surrendering. And also, you know, what I love in your motto is faith. We don't, we can't control how things unfold, all we can control is our input. And so I had to change from being an output driven person to an input driven person, and then surrender and don't get stuck in victimhood when things don't, you know, when you've put in the action and the miracle doesn't happen quite yet, going into your equation. And that yet point, time is an illusion. So I used to be so impatient, impatient, it hasn't happened, I'm a failure.

Poppy: [\(47:10\)](#)

And actually success comes in lots of different forms and it doesn't just come with a paycheck and it doesn't, you know, it may come in like completely different ways you're not expecting. So for me, it's been, that's been like the greatest lessons the last few years, which is, you know, like, I guess, redefining success, redefining, redefining what a miracle looks like, redefining the app.

Suzy: [\(47:33\)](#)

What is a miracle to you?

Poppy: [\(47:35\)](#)

Well, I love the quote by Marianne Williamson, which is a miracle is just a shift in perspective because, you know, in a way that's what helped me create the miracle. Like, you know, I launched this book last week. It was such a disaster launch. I was supposed to release all these boxes. They all got lost.

Suzy: ([47:52](#))

Nooo.

Poppy: ([47:53](#))

Everything went wrong. And I sat there being like, oh my God, like what next? Well, next, when we launched the app the first week, oh my God. There were so many bugs, I was on live on sky news and the app wasn't even in the app store, like I've had the worst, like kind of, I put all the faith all the action together, and it's just being a complete blah. And so I've learned the hard way to shift your perspective to find the miracle, which is that's hilarious universe. You have really given me a lot of not perfectness and I have to laugh. Yeah.

Suzy: ([48:28](#))

Yeah. And I think that when we put all of our intention onto one day, it's like we have, this is your legacy work. This is a body of work that has the impact to change lives for generations. And how you launched in one week is not going to be reflective of the impact. And I think that when it comes to redefining success, that is a big, that's a big thing for me. And as I continue to expand, it's really understanding that it's never, ever about one launch. It's never even, even about one book, you know, it gets to be the tidal wave of impact that you living on purpose gets to have every single day.

Poppy: ([49:16](#))

Yes. And I think we've got to fight against how culture conditions us around the notions of success. We are told every single day, subconsciously through the magazines we read through the media, we read very one very small version of success, which is kind of public success or money or fame. And, you know, I think we all are in this mass awakening of like, well, hold on a minute. None of those people are happy because they were telling us they're not happy. So why do I want, what is causing people so much unhappiness?

Suzy: ([49:46](#))

It's so interesting. This for me is such a big exploration of the way that I work. And particularly with the money piece, I believe that it is really important that we have more conscious leaders who are financially empowered because money gives us choices and power. And we get to redefine our relationship with power, because I think there are many negative connotations with it for women. And actually I think it's something that we get to embrace. And I think it's something that gets to be really positive and it's never, it can never just be about the money and our ability. Like I'm really focused on separating what we do with our mind and the rest of us, the being part, the spirit, the soul, and what we can do with our mind can be really,

really powerful when our spirit is controlling the action, you know, and when our spirit controls the action we can become master manifesters.

Suzy: ([50:51](#))

We can really exercise that skill set of I can create in the material. But when it's coming from a place of spirit, you're not attached to the result. You're not thinking that if I make a million or I get two times number one best seller then I'm a better human being than that, that's separate. It's like, that's a skill I get to be good at that skill. That's the world that we're living in. And my spirit, my soul, my essence, my light is who I am. And that is not determined by external success. I think the two can work with each other really beautifully, but I think that most of the time we're operating from the mind and the mind is saying, it's the external stuff that's important and that's an error.

Poppy: ([51:36](#))

Oh, I completely agree. That's been my biggest revelation with this book in all honesty is like, give it up to God. Like, just give it up to, you know, like I've fallen into surrender into acceptance that what is meant for me will not pass me by. And, you know, we are all on our own like divine kind of paths that everything is unfolding in the way that we're best learning and strengthening. And it's been, I guess the thing that has been the most liberating thing. When I talk about freedom, I'm like, wow, I find freedom in that because I'm accepting that we're not in control of everything. And actually that's a good thing because something usually better is waiting, but we can't see that yet. So we're using our very, very, very small 2d 1% brains. And we think we know what's best for us.

Suzy: ([52:30](#))

We think we know all of the things and it's like no.

Poppy: ([52:33](#))

And we know we have blind spots. You know, I think information theory research shows that we have 11 million pieces of information being bombarded at our mind a second and only 50 can be processed by the conscious mind. So why would we rely on the conscious mind we've got, you know, nearly 10 million, 950 pieces of information that we can't physically process because it's too much being bombarded at us.

Suzy: ([52:58](#))

How much does mindfulness meditation and those types of tools that enable you to have more access with your subconscious. How much do those things play a role in your life right now?

Poppy: ([53:11](#))

I mean so much. I mean, the app, for example, I say is like brushing your teeth for the mind. Breathwork brushing your teeth, meditation, brushing your teeth. And what I write about in the book, there's a difference between mental maintenance

and mindful reprogramming that neural reprogramming. And so, you know, there's the level where you're keeping yourself, for example, you're monitoring your stress levels, releasing your stress through your breath work, calming the mind, helping yourself develop these skills of like controlling your thoughts through meditation and stuff like that. But then there's the real underlying point of go to the root cause you know, this it's all very well kind of managing your stress levels, but why are you stressed in the first place? What's causing you to fall into that stress every time? And that's when I think real change happens.

Suzy: [\(54:00\)](#)

I could literally talk to you all day. It has been a real joy. What are you, obviously you've got the book, I'm curious alongside the book, which is obviously called happy not perfect, what are you most excited about when it comes to life right now?

Poppy: [\(54:20\)](#)

I'm really excited about this moment in time we're in, there's so much change and that can feel overwhelming, but also there's so much change. Like people want to adopt new things. People, I think for the first time we're in this moment of, we can't get, we can't wait to meet people. We can't wait to go to events. We can't wait to meet new people. Like I think we're all so starved of curiosity and learning. And so I'm really excited about this the first time in my life where I'm taking a pause to go, what is it, what is lighting me up? And you can just tell like that butterfly in your stomach, when someone gives you an idea and you go, ah, I can't stop thinking about that. I have to do that. I have to, I have to have to have, I have to do that. So yeah, I'm really interested in, for the next three months, I'm interested in taking a pause just to really feel my way through life, rather than think.

Suzy: [\(55:12\)](#)

I love that so much. And I was going to ask you, what does limitless mean to you? And, and you might have an answer for that, but I feel that that spaciousness, that you're creating, consciously, feels pretty limitless.

Poppy: [\(55:26\)](#)

Yes. Limitless actually probably means something I write about which the whole book is based on, flexibility, because when we're flexible, we can bend around any problem, any challenge. And then it means that we are limitless. We can handle anything that comes our way. We're limitless beings. We've got limitless, love, limitless ideas, limitless creativity, and limitless energy actually, when we are in our purpose and alignment. So limitless feels to me, this like stretching and bending through life.

Suzy: [\(55:59\)](#)

And is the team looking after the business, whilst you are taking your time out, are you like properly unplugging from everything outside of the book?

Poppy: [\(56:09\)](#)

Well, I still do. I'm still working on it, but just not the intensity that I was because yeah, the one thing I've learned is like, understand your body signs. You know, I started getting my tummy back and I was like, okay, we've been down this path once before, you know, slap me, kind of like slap me once, shame on you, shame on you, burnout, slap me twice, shame on me. And so I started to notice the signs and now I'm just getting all the, so in order for us to take businesses or take our lives in the way we want them to, we've got to pause to know that those ideas we've got to pause to go, right, what's next. And our the best ideas come from where at, when we're relaxed, not when we're stressed.

Suzy: [\(56:48\)](#)

Always, always, always. Where can people buy the book, find the app, find you, maybe you don't want people to find you at least for the next three months, but at least buy the book or find the app.

Poppy: [\(56:59\)](#)

No I do, I'd be delighted. I'm going to be sitting there, honestly, dying for a message. So yeah, just, Suzy, thank you so much for having me on this podcast. I've loved chatting to you so much. You're like such a guiding light for all of us. You can find my book on any book, any bookstores like Waterstones or Amazon, wherever you buy your books and you can find the app on the app store or Google play just happy not perfect. And then you can find me and I'd love to hear any of your thoughts if any of you guys do get around to reading the book, and that's just @PoppyJamie.

Suzy: [\(57:35\)](#)

Perfect. Thank you so so much, Poppy. We love you.

Poppy: [\(57:39\)](#)

I love you, Susie. Thank you so much.

Suzy: [\(57:43\)](#)

Thank you so much for listening. If you have enjoyed this episode, please hit us up on Instagram. You know that we love to share the love and hear your thoughts. And in the meantime, please remember that faith plus action equals.

Faith + Action = Miracles