

WELCOME TO THE
\$H#*LD
REALITY ADVISORY
SHOW
EXPLICIT CONTENT

with Joelle Jarvis



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WELCOME TO THE SHOULD SHOW

by Joelle Jarvis

Welcome to The Should Show!

I'm Joelle Jarvis, and I couldn't be more excited to have you join me on this transformative journey. This isn't just a show; it's a space to explore, challenge, and redefine the powerful "shoulds" that shape our lives.

Each of us carries around a list of "shoulds"—the expectations, obligations, and rules we believe we need to follow. But how often do we stop to ask ourselves: Where do these "shoulds" come from? Are they serving us, or holding us back? And most importantly, what would happen if we let go of them and embraced the life we truly want?

On The Should Show, we'll dive deep into these questions, unpacking the "shoulds" that shape our decisions, relationships, careers, and identities.

Together, we'll explore the beauty and bravery of stepping into authenticity and carving our unique paths. From inspiring guest interviews to practical tools and heartfelt stories, this show is here to empower you to rewrite your script and live a life that's true to you.

So, whether you're here to get inspired, find clarity, or simply feel less alone in the chaos of figuring it all out, you've come to the right place. I'm so glad you're here.

Let's start this journey together. Because on the other side of "should" is freedom.

With love and possibility,

Joelle Jarvis
Host of The Should Show

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1.1 This is NOT What I Signed Up For

SHOULDs don't actually get us anywhere.

$$\text{DELTA} = \frac{\text{What we thought life would be like.}}{\text{Where life is now.}}$$

Expectations

- An expectation is something we're hoping for.
- An expectation is something we're aspiring to.

SHOULDs

- A SHOULD is something we're already upset about.

1.1 This is NOT What I Signed Up For

Identifying Your "I Didn't Sign Up For This" Moments

Reflect on moments in your life where reality didn't match your expectations. These are your "I didn't sign up for this" moments. Acknowledging them helps you see where you may be stuck in your shoulds.

- List 3 moments where life didn't go as planned and felt unfair:
- For each moment, ask yourself: What should I hold onto about this situation? Example: "This shouldn't have happened to me" or "I should have been better prepared."

Reflection:

What emotions come up when you think about these moments

1.1 This is NOT What I Signed Up For

- Think of one specific situation where you're stuck in a should.
 - What is the reality of the situation?
 - What is the should you're holding onto?
- What actions could you take to accept the reality and move forward?

1.1 This is NOT What I Signed Up For

BS People should treat me a certain way.

BS Life should go a certain way.

BS I should be more motivated.

BS My kids should listen to me.

What **SHOULD**S are in your invisible rule book?



1.1 This is NOT What I Signed Up For

Waze only cares about two things:

- Where are you?
- Where do you want to go?

SHOULDs make us think we're a victim.

- They think life isn't fair
- Somehow the problem is people don't care enough
- We're not enough
- Something in the world is conspiring against us

...but it's not really true.

1. An Expectation

(The story we tell ourselves about how it is going to be)

2. Measure Against Reality

(Understanding the difference between reality as we are dealing with it and the SHOULD)

1.2 The DELTA

The Magic Happens:

When we realize SHOULDs are not real.

Then, we can make space for what is real
and what's possible and what is in our
control.

1.2 The DELTA



Why Do We Have SHOULDs?

2.1 The Myth of SHOULDNESS

Back in the day – people had Greek mythology to define things.

Everything from the weather to love had a story to go with it to define it, explain the origin of the theory, and to even give rules for how things needed to be as a result of that story.

In modern times, we've started to give Homer a run for his money and make up our own stories.

It's time to Re-Write Your STORY and it starts Here.

So – What are your SHOULDs?

**In Case You Need Them...
Common SHOULDs I've Heard
Around Over the Last 30 Years**

- I should stay fit so I look better in bed.
- I should have accomplished more by now.
- I should own a house by now.
- I should post on social every day.
- I should leave a legacy.
- I should do ____ to have a perfect relationship.

Why Do We Have SHOULDs?

2.1 The Myth of SHOULDNESS

Have you been wishful thinking (*SHOULDING*)?

What will our SHOULD get us?

What is it that we believe those things will get us?

What are the feelings we are hoping to experience?

Why Do We Have SHOULDs?

2.1 The Myth of SHOULDNESS

I want you to write all the SHOULDs you come across in the next two days. To help you out... the stuff that you stop and exclaim in moments of frustration, “I didn’t sign up for this!”

And then when you’ve spent a day collecting... I want you to DESTROY it!!!

Why Do We Have SHOULD(S)?

2.1 The Myth of SHOULDNESS

“Would anybody notice?” If you dropped a should – would anybody notice it was missing?

2.2 Three Kind of SHOULD(S)



A SHOULD About Ourselves

- What's one should you have about yourself that you know is cutting you off from connection or love or joy or happiness?

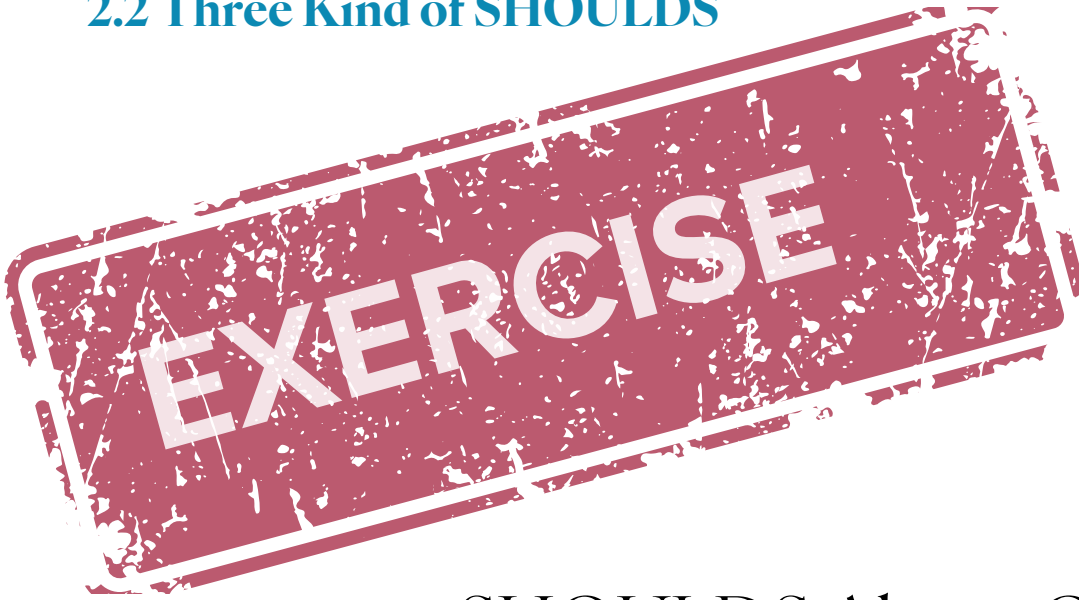
2.2 Three Kind of SHOULDSDS



SHOULDSDS About the World

- What's one should you have about the world that you know is frustrating you, or keeping you from going after an opportunity, or starting a business, or building a bridge, or starting a new project?

2.2 Three Kind of SHOULDSDS



SHOULDSDS About Other People

- What's one should you have about someone else in your life, or an entire population of other people in your life that's keeping you from being connected? Or cutting you off from joy, love, or happiness?

Why Do We Have SHOULDs?

2.2 Three Kind of SHOULDs

What are the repercussions of SHOULDs in our lives?

What are some of the SHOULDs that are keeping you stuck?

What do you believe having these SHOULDs have cost you?

What has it kept you from?

Why Do We Have SHOULDs?

2.2 Three Kind of SHOULDs



What do you believe having these SHOULDs have cost you?

What has it kept you from?

Who have you stayed away from?

Why Do We Have SHOULDs?

2.2 Three Kind of SHOULDs



What would happen if that should became a could?

Why Do We Have SHOULDs?

2.3 Turning SHOULDs into COULDS

- What way can I find to help someone else better understand?
- What can I do to show more appreciation?
- What does it matter if I have all that I need?
- Why does it matter if we have all these SHOULDs?

Why Do We Have SHOULDs?

2.3 Turning SHOULDs into COULDS

Identify one area of your life where you want to reduce SHOULDs.

Define one actionable step you can take today to embrace reality and move forward.

What mindset shift will help you stay should-free?

- Example: "I will focus on what is in my control instead of what should be."

Mindset shift:

Reflection:

Congratulations! By working through these exercises, you've taken the first steps toward living a more authentic, present, and should-free life. How do you feel after completing these steps?

Why Do We Have SHOULDs?

2.3 Turning SHOULDs into COULDS

The isolation of SHOULDs: A Fish in Water... Let's be real—relationships thrive on connection, understanding, and a little give-and-take. But when we're too wrapped up in our own world, it's like putting up a wall that blocks out our closest people. If you look around – you might see nothing but SHOULD, it's like being up a creek without a paddle – no?

Here's the deal: constant over-thinking doesn't just pull us away from others—it makes it almost impossible to really understand that we need to be open to the thoughts, feelings, or needs of other people as well as ourselves. If our attention is always turned inward, how can we truly show up for the people who matter most?

This is what you hear people talk about all the time – about being disconnected because they are in their phones all the time. And let's talk about you some more. When your mind is stuck on a loop of SHOULDs, it's like cutting yourself off from real happiness and peace. The truth is, as long as the focus is only on you, and your SHOULDs the things you want—joy and balance—will feel out of reach. So, what's the takeaway?

It's not about ignoring your own needs—it's about stepping out of the spotlight of your SHOULDs now and opening yourself up. That's where the magic happens.

Why Do We Have SHOULD?

2.3 Turning SHOULD into COULD

SHOULD Have a Target!



Tony Robbins' Six Human Needs

- Certainty
- Variety
- Connection//Love
- Significance
- Contribution
- Growth

Why Do We Have SHOULD?

SUMMARY: Episode 2

- Create a Gameplan.
- Turn our SHOULD into COULD
- Actionable strategies that help us meet our 6 Human Needs in REAL TIME

You Are in Deep SHOULD

3.1 Reboot the Operating System

- What is it I really want?
- How can I get there?
- And what is the actual game that we're playing?
- How am I going to get myself into being in reality instead of being in deep should?

What are the consequences of being in Deep SHOULD?

How am I going to get myself into being in reality instead of being in deep should?

You Are in Deep SHOULD

3.1 Reboot the Operating System



What are some helpful SHOULDs?

You Are in Deep SHOULD

3.1 Reboot the Operating System



It's important to know what you really want.

Does it really matter to you?

You Are in Deep SHOULD

3.1 Reboot the Operating System



Do you want it because it really matters to you, or do you want it because you feel like its something you SHOULD have?

You Are in Deep SHOULD

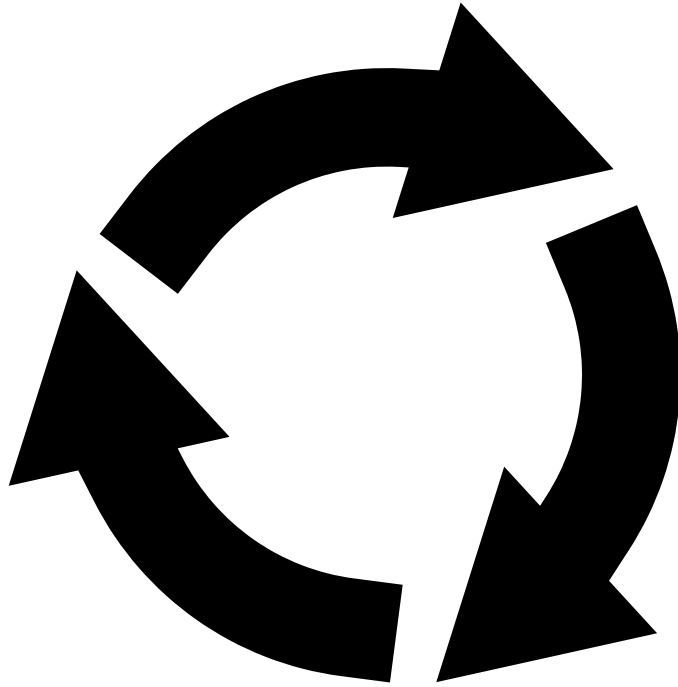
3.1 Reboot the Operating System



How can you feel that feeling now?

You Are in Deep SHOULD

3.1 Reboot the Operating System

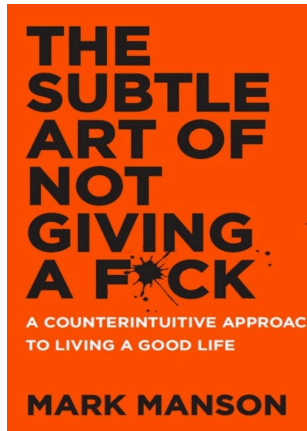


Do you have a place in your life where you need to get out of the loop?

Ask: Where are we trying to go?

You Are in Deep SHOULD

3.1 Reboot the Operating System



By Mark Manson

It's actually about giving a lot of f*cks, but it's about giving f*cks about the things that you actually have control over, and things that you care about and things that you can influence, not things that you don't.

And how do we build momentum?

- What builds momentum is to keep moving.
- What builds momentum is doing hard things.

It's about what we CAN do. Not about what comes easy...

What would it cost us to not do the hard thing?

What was it costing us to stay in our comfort zone?

You Are in Deep SHOULD

SUMMARY: Episode 3

What are the consequences of being in Deep SHOULD?

They Disconnect Us

- Pulls us away from others.
- Keeps us from understanding.
- Keeps us from empathy. (Cutting us from joy and balance.)

How do we get out of SHOULDs?

- Be aware of your reasons for taking actions or thoughts.
- Stop going around in circles.
- Get momentum by doing the hard things.

4.1 What does it take to grow?

- Oftentimes growth takes resilience.
- It gets difficult and uncomfortable.
- It's important to embrace challenges.

The SHOULDs keep us stuck from even building the slightest bit of momentum.

And how do we build momentum?

What builds momentum is to keep moving?

What builds momentum is doing hard things.

Stop SHOULD Talking Yourself

5.1 The Invisible=Fence

Are you willing to push past the beep?

What are some of your beeps?

What would happen if you went past the beep?

What's on the other side?

Stop SHOULD Talking Yourself

5.2 The Tools



The Tools Phil Stutz

In the book Stutz talks about part X. Part X is that internal dialogue, that little voice that always tells you what's wrong, why things won't work.

It's not your inner child, it's not needing nurturing, it's never-ending supply of negative, unactionable crap.

Stutz tools are rooted in principles of visualization, mindfulness and behavioral activation, and they aim to empower us to face difficulties head on, rather than avoid them.

"The reversal of desire."

How can you make it easy for yourself to feel good and almost impossible to feel bad?

5.3 Keep It Simple

Keep it simple: Your Language

- 1.Keep it simple
- 2.Emotional
- 3.Actionable

Our internal dialog needs to leave us in a better place.

Stop SHOULD Talking Yourself

5.4 The Greyzone

SHOULDs create black and white thinking.

Life is not black and white.

We need to learn to live in the grey.

The grayzone is where the I AM statement lives.

It's your anchor, it's your reminder that you are enough just as you are.

Pause & Reflect

Instead embrace the “CANS” “I AMs” and “COULDS”

The I Am statement is one of the most transformative tools you can use to break free from the grip of SHOULDs.

Stop SHOULD Talking Yourself

5.5 The I AM Comparrison

SHOULDs tether you to the past or have you hopeful for the future

SHOULDs are about meeting someone else's expectations

SHOULDs focus on what you lack or haven't done

I AM grounds you in the present where real change can happen

I AM is about defining yourself on your own terms

I AM focuses on what you are and what you can do

Stop SHOULD Talking Yourself

5.6 Top SHOULDs

I SHOULD be more successful.

I should have figured this all out by now.

I should be thinner, healthier, fitter.

I'm proud of what I've achieved so far, I'm open to what's next

I'm learning and growing at my own pace.

I'm moving towards health and strength in ways that feel right for me.

Stop SHOULD Talking Yourself

5.6 Top SHOULDs

I SHOULD always be happy.

I should be married or in a relationship by now.

I should have a bigger house, a nicer car, etc.

I should be more productive.

I'm human. Emotions are part of living.

I'm whole and worthy exactly as I am, whether I'm single or partnered.

I'm focused on bringing what brings me joy into my life, not what I'm told to want.

I'm productive and I balance the rest with creativity.

Stop SHOULD Talking Yourself

5.6 Top SHOULDs

I should be more productive.

I'm productive and I balance the rest with creativity.

I should have my life together by now.

I am a beautiful work in progress, like art.

I should be more like them.

I am unique and valuable, just as I am.

I should be perfect.

I'm focused on progress and not perfection. And remember, we are all flawed and we're all awesome.

Stop SHOULD Talking Yourself

SUMMARY: Episode 5

It's important to start noticing when our SHOULDs are actually causing our upsets and when changing our conversation

- Use The Tools to brush Part X off your shoulders.
- Remember the Power of I AM
- Be mindful of your own ability to Turn SHOULDs into Statements of Possible
- Use The Tools to brush Part X off your shoulders.
- Remember the Power of I AM
- Be mindful of your own ability to Turn SHOULDs into statements of what's possible

6.2 The Reality Check

The Queen of “When the SHOULD Hits the Plan”

The Three Step **Reality Check**

What do I know is true?

The Three Step **Reality Check**

Ask yourself:

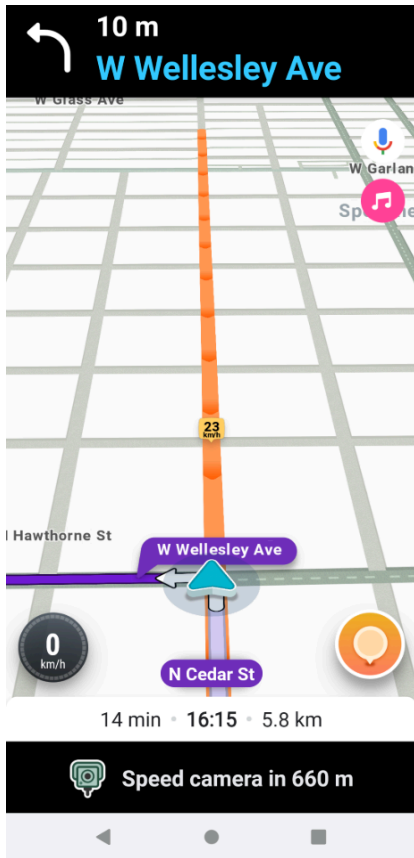
1. Did something actually happened or is this a conversation in my head?
2. What do I know is true until I get some relief?
3. What, if anything, needs to be done?

Cultivate a Feeling of Certainty:
Choosing a CAN over a SHOULD

We want to have a CAN with a plan, not a SHOULD with regret.

When the SHOULD Hits the Plan

6.2 The Reality Check



Is there something in your life you need to recenter with The Reality Check?

7.1 Shifting from SHOULD to CAN

Starting from right now.

With everything I have now, how can I create a life I love?

7.1 Shifting from SHOULD to CAN

The 3 Bs

A quick and easy way to get unstuck – takes getting out of bed even when you feel paralyzed with fear.

BODY

The first B is to move your BODY

Get up, walk around, dance, go for a walk, do something to move your body and change your physical state.

BREATHE

The second B is, BREATHE.

Take a deep breath. Makes such a big difference. When we get stuck, we get something in our head. When we get into that state, we often times completely forget to breathe. So take a deep breath.

Look at the BS

The third B in my 3b is BS. Look at the bullshit. Whatever it is you keep saying to yourself, this person did that, this situation is this. I'll never do this. I'll never get that. Look at what you say to yourself that has no basis in reality.

7.2 A Day in the Life



Imagine what would happen if you were dropped into your life for a day from another planet – with all of the resources you have. What would you do?



Imagine what would happen if you were dropped into your life for a day from another planet – with all of the relationships and resources you have. What would you do?

That's your CAN.

7.2 A Secret



*Often, if you do not take the pause... it creates another
SHOULD.*

Remember the Lumberjack and the Power of the Pause.

Very few things in life can't take a second.

Think of your last week. Was there a moment in time you could have handled better if you had been The Lumberjack and inserted the POWER OF THE PAUSE?

SUMMARY: Episode 7

- Turn SHOULDs into Cans
- Deal with Reality
- Choose Language Wisely
- Don't Adopt SHOULDs Not Your Own
- Stay on Track

The 10 Commandments of SHOULD-Free Living

SHOULDS focus on what you lack or haven't done.

I AM focuses on what you are and what you can do.

“Emotions, you have to have them. Just don't let them have you.”

- Tony Robbins

Your needs are your guide to living authentically.

Your needs are your barometer.

Use them to stay true to yourself and
let go of anything that doesn't serve you.

The 10 Commandments of SHOULD-Free Living



FOCUS on what will have the biggest impact.

What is the life I want to create?

The 10 Commandments of SHOULD-Free Living



Esther Hicks

“You can't get it wrong,
and you're never done.”

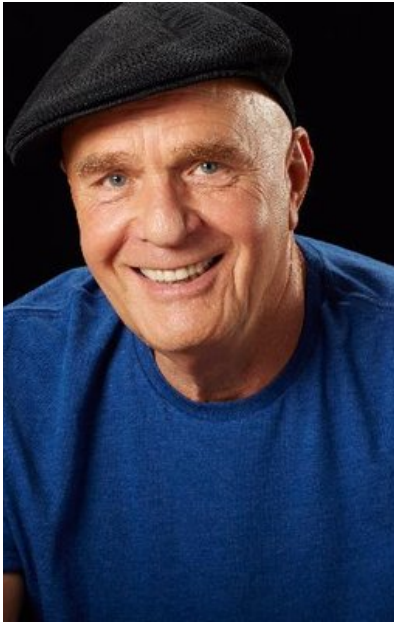
The 10 Commandments of SHOULD-Free Living



Oscar De La Hoya

“I don't do anything different. I'm always ready.”

The 10 Commandments of SHOULD-Free Living



Wayne Dyer

“What follows ‘I Am’
will come looking for
you.”

The 10 Commandments of SHOULD-Free Living

1. Positive thinking is BS
2. Discomfort is growth
3. SHOULDs are traps
4. Remember your outcome and write it down
5. Identify your need and figure out how to meet it
6. Focus on the one thing that matters
7. There is no perfect, perfection is a lie
8. Build resilience
9. Turn barriers into bridges
10. Shift SHOULDs to I AM or I CAN

The Bill of Rights of SHOULD-Free Living

Tips and tools to navigate when you're in Deep SHOULD or in a SHOULD Storm.

SHOULD Triage: Asking Yourself Deeper Questions

The key is learning to

- Pause
- Reflect
- Ask

What is it that I truly want to feel or experience? How else can I get that feeling or experience?

The Bill of Rights of SHOULD-Free Living



What is one thing, in an area of your life, that by doing that one thing would make everything else either easier or unnecessary?



Neale Donald Walsch

"People have become so accustomed to looking outside themselves for validation that they have forgotten how to listen to the voice of their own heart, often choosing to trust the opinions of others over their own life experiences."

The Bill of Rights of SHOULD-Free Living

- Number 1: The Right to define your own life
- Number 2: The right to say no without guilt
- Number 3: The right to redefine success
- Number 4: The right to choose growth over perfection
- Number 5: The right to feel all of your emotions.
- Number 6: The right to make mistakes.
- Number 7: The right to rest without earning it
- Number 8: The right to let go of the past.
- Number 9: The right to prioritize yourself
- Number 10: The right to change your mind.
- Number 11: The right to ask for help.
- Number 12: The right to celebrate small wins.
- Number 13: The right to live in the present.
- Number 14: The right to be just as you are.
- Number 15: The right to release the SHOULDs.

10.1 Final Stretch

- ✓ Recognizing SHOULD
- ✓ The Reality Check
- ✓ The Power of the Pause
- ✓ Separating SHOULD from Cans
- ✓ Power of I Am
- ✓ Key Questions
- ✓ 10 Commandments
- ✓ The Bill of Rights

10.1 Final Stretch

What does your SHOULD-free life look like?

10.3 VOILA!

Vision

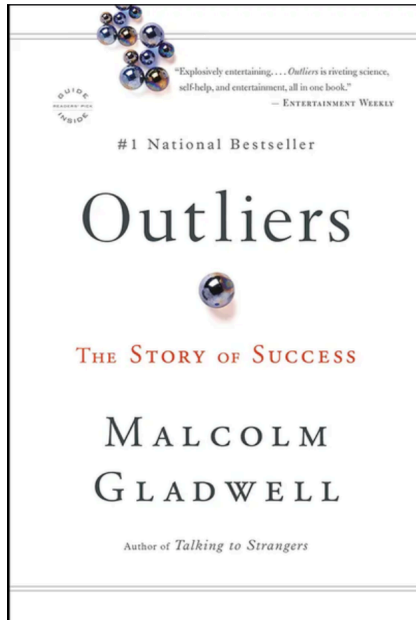
Outcomes

Identity

Leverage

Action

10.4 The Basics



Malcolm Gladwell's 10,000 Hours Rule

What you do consistently is what shapes you.

10.4 Routines

Morning Routine

- Movement (Priming)

Evening Transition Routine

- Decompress (Mindful or Mindless)
- Meditate (Fish Tank = Mind)
- Journal
- Gratitude

10.6 Community

Fab 50 List /25 Terrifics

Most important people in your personal and professional life.

Questions for Clarity

The Transformative Power of a Can

When a can replaces a should, it transforms the entire experience. It shifts the narrative from “I have to do this to prove something” to “I choose to do this because it matters to me.”

a.You have to get CLARITY.

I.So you have to take stock or inventory.

a.Where am I on what I perceive to be the journey?

b.What are the assets I have?

c.What is the support I need?

d.Who do I have in my life?

e.What qualifications do I have?

f.Where am I on the journey to what I want in my life?

g.Who do I have in my life?

h.What are the habits that I have that are healthy for me?

i.What are the habits that aren't healthy for me?

j.What do I need to be clear about?

a.Do I need to get my credit fixed?

b.Do I need to take care of this tax thing?

c.Do I need to remove this person?

d.What do I believe could hold me back as I move forward?

e.What could be gasoline for me and truly move me forward?

f.What do I need to let go of to create space?

g.What do I believe could be the obstacles in my way?

h.What do I need to clear up in my relationships?

i.What do you have to do to get clear and sharpen your sword?

SUMMARY: Episode 10



What is your one thing you will do now to start living your SHOULD-free life?

Here's Your Paddle

Letter to Self

Take a moment to capture where you are now with the information we have shared in these episodes. What are your CANS? Where will this SHOULD SHOW philosophy make all the difference for you?



THANK YOU FOR JOINING ME

From the moment you stepped into this experience, you made a powerful choice—a choice to explore, challenge, and redefine the “shoulds” that have shaped your life. That takes courage.

Thank you for showing up for yourself and for embracing this journey with an open heart and mind. Your willingness to reflect, connect, and step into your authentic power is what makes this experience so meaningful.

As you move forward, remember:

You are the author of your own story.

You are not defined by expectations.

Your voice, your choices, and your path are uniquely yours.

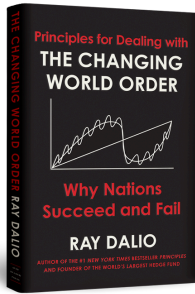
The work doesn't stop here. Carry these lessons, these moments of clarity, and this community with you.

Let them be the fuel for your next steps. You are ready. You are limitless.
With deep gratitude and admiration,

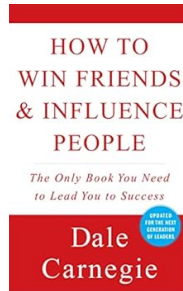
Joelle Jarvis
Host of The Should Show

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Works Cited



“Shaking their fists at reality.”
-Ray Dalio



Dale Carnegie

“Act as if you are already the person that you want to be.”

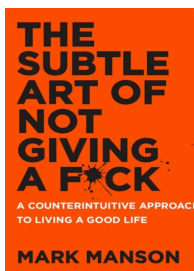


Tony Robbins' Six Human Needs

- Certainty
- Variety
- Connection//Love
- Significance
- Contribution
- Growth



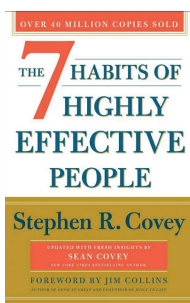
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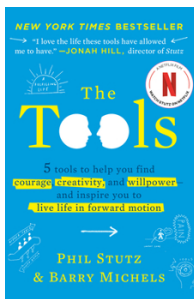


Steven Covey
The "Sharpen the Saw" principle is about preserving and enhancing oneself as a tool for living life.



Neale Donald Walsch

"People have become so accustomed to looking outside themselves for validation that they have forgotten how to listen to the voice of their own heart, often choosing to trust the opinions of others over their own life experiences."



The Tools Phil Stutz

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Stutz tools are rooted in principles of visualization, mindfulness and behavioral activation, and they aim to empower us to face difficulties head on, rather than avoid them.

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