

Episode 19 | Kody & Stimagz

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SPEAKERS

Molly Hicks, Angela Locashio, Kody Lukens, Kody



Molly Hicks 00:00

Welcome to drudgery dreams and in between the podcast for neurodivergent weirdos and queers who forget about struggling to adult we're struggling to human.



Angela Locashio 00:07

At least that's what everyone's telling us. You're right, pre shuffle. Hey, I'm Angela. Bringing sense to the conversation. From here on my soapbox, I shed light on the things society doesn't want you to talk about, you know, the real shit that matters. intersectional thinking sexuality queerness neurodiversity consent, and the fact that self care is bullshit. For me, it's all about community, and how we can care for each other.



Molly Hicks 00:37

And I'm Molly giving a big Fork you to Cookie-Cutter Solutions I help burnt out busiest Fuck neurodivergent and queer entrepreneurs make shit happen by providing out of the box solutions and sustainable systems to grow your biz. For me, it's all about doing what makes sense for your brain.



Angela Locashio 00:54

Enough with the chitchat, let's get to it.



Molly Hicks 00:57

Keep listening. And Together, we'll explore the drudgery dreams and all that shit in between, get ready to call bullshit on what everyone's saying you should be doing



Angela Locashio 01:07

as we navigate the spectrum between what really matters to you, and the shit keeping you from it.



Molly Hicks 01:15

Hey, everybody, we're so excited to be here today. As you notice, there's a third individual here today.



Kody Lukens 01:29

Hello



Molly Hicks 01:29

Actually. So it's really my story. So here's the thing. A couple weeks ago, Angela lost her stim mags. And if you've been around the podcast for a while, you know that the devastation was real, like tears. Tears episode stopped in the middle of a library address the loss of the stim mags who somebody may or may not be taken out of the room and lost.



Angela Locashio 01:56

I did not lose them.



Molly Hicks 01:58

It was not you talking about you. And like there was another week about that. And then there was this stupid human who decided to steal things from the mail when you thought your Stimagz were there. And Angela, I had said to Angela at one point I was like you should connect with like Stimagz and tell them what happened. And like it's a really good connection for you and all the things that you're doing. And next thing I know, the founder, creators did Max is sitting right here. Hello.



Angela Locashio 02:37

This is Kody. Yes, this is Kody. Okay, so I'm just gonna do a quick introduction. And then we want to hear we want to hear your voice. So Kody was diagnosed with ADHD as an adult, and very quickly became frustrated with the lack of resources made for us ADHD adults. So he set out to do something about it. Yay, entrepreneurial spirit. He started creating educational and relatable ADHD content on social media, to help people learn about their brains, and to feel a

sense of community hashtag community care, and also created a magnetic stim fidget toy called stomachs. And this is designed to be durable, and it is I attest to that. And to meet ADHD and other nd stim needs. Hi, Kody.

 Kody Lukens 03:32

Hello. Pleasure to be here.

 Molly Hicks 03:34

We're so excited to have you know, for our listeners, I don't know if you can pick up on the excitement that Angela is vibing right now because Angela normally does not sing in our episodes. I'm honored. So okay, now that we've totally built this up, and like we've got this upgrade. Kody, we are so excited to kind of hear how how you were like, Well, shit, I've got ADHD. Okay, um, because I feel like that's a big part of this story.

 Kody Lukens 04:09

Yeah, I'm very excited to be here. A little preface I stayed up too late last night, the new episode of the Mandalorian came out for that it was the first episode like two years, so I stayed up until midnight to watch it. And then I couldn't fall asleep until like two because I was just thinking about it was pretty good. I won't spoil anything, but I enjoyed it.

 Molly Hicks 04:26

You can't see it. But behind me is the X Wing and the Millennium Falcon. So that's wonderful. I love that line. When you said that I was like How have I not watched it?

 Kody Lukens 04:36

I didn't actually know it was coming. I tried to avoid all the news for everything just because I don't want any spoilers of anything whatsoever. But my roommate said, hey, it's coming out at midnight. Do you want to watch and I said, Yeah, absolutely.

 Angela Locashio 04:48

It was not even a real question. Yeah.

 Kody Lukens 04:52

Anyways, ADHD tangent. I sort of always knew that I was ADHD. It was written on a lot of my report cards in elementary preschool - he should probably get evaluated. But back then the understanding was very different. It was much more of a sort of hyperactive little boy disorders,

what it was thought of. And a lot of the sort of emotional aspects and the other areas that it can affect your life weren't really known, or if they weren't known, they weren't talked about publicly very often. And so I was never evaluated or diagnosed or anything until my early 20s, when I was actually going to get evaluated for other mental issues, namely, anxiety and depression. And then I was also diagnosed with OCD in that same city. So fun little quadruple whammy there. And then once I was diagnosed, this is a pretty common thing I know, I went down a total rabbit hole of wanting to learn everything that I could about ADHD. And I didn't actually download Tiktok until about a year later. And that's when I really started learning a lot more about the more anecdotal ADHD experiences. And by that, I mean, medical science takes a long time to catch up to, I guess experiential science, if you can call it that in terms of you have millions of people who are all saying that they are diagnosed with this disorder, inexperienced this thing, more so than people that are not diagnosed with this disorder, obviously, more research needs to be done to establish those types of links conclusively, but anecdotally, that's enough to go off of and so when I started, when I downloaded tick tock and started seeing more of that, I realized, wow, this really affects me a lot more than I thought it did. And as a neurodevelopmental disorder, that makes sense, it changes the way that your brain structure develops as you age. And so of course, it's you know, the lens you view the world will be different than if you did not have that neurodevelopmental disorder. And I lost my train of thought, sorry, I looked down at my keyboard, and I cleaned it last week, and there's already dust all over it. What Oh, no, no. Immediate well, I need to just sit in a completely blank room when I'm doing podcasts or recording things because I get destroyed so easily.



Angela Locashio 07:06

I know but then you'd be really bored. That's probably true.



Molly Hicks 07:10

With our podcast, though, this is this is what we're all about is like showing the realities of like, We're doing great. We're doing great and squirrel. Squirrel. Specifically, type of squirrel from a variety of countries on only lives in this one tree. You know, like that is



Angela Locashio 07:30

I feel really cold out.



Molly Hicks 07:33

I know, many times



Kody Lukens 07:36

like this world, squirrel and like when I'm walking outside and talking with someone I will very frequently verbally saved squirrel. And we're all just get back to whatever I was talking about it. Squirrels are dope. Yeah, I guess



Molly Hicks 07:48

it's more of like your brain took energy to acknowledge that a squirrel was there. And you want to allow the other person the opportunity to know that thing because our brain maybe important. I need to let you know to like it's not uncommon. But okay, so diagnosis story now.



Kody Lukens 08:12

Right? Yeah. Funny and then went on tick tock. And then. Oh, yeah. I don't remember exactly what came first. It was a bit of a two things developing simultaneously in terms of starting the development of Stimagz, and then also doing my social media stuff. On I started on Tik Tok, and then branched out to Instagram, YouTube, and then very recently started on Facebook as well, just posting, you know, same types of content, but different platforms, different audiences. When I was a kid, I had this set of little magnetic toys. And they were meant to be used to build things, just like Legos or Bionicles, that type of thing. But I would use them as a stim toy. And that's where the idea of Stimagz came from. But they were discontinued in 2006. Because they weren't built super well, because they weren't, they weren't intended to be used as a stim toys. So if they were meant for kids, so if kids were rough with them, the magnets would fall out, and the kids would follow the magnets. And it was a really bad deal. But I had a bunch of them from when I was a kid, and I would use them as a stim toy until they fell apart, and then I'd have to throw them out and pick up a few more from my stash. I was I ran out at one point when I was I think 17 And I spent \$300, buying some of the last sets in existence of those original units and I can't I don't want to say the brand name legal reasons. But I spent a lot of money trying to buy the last few and then when those started breaking, I realized I there's no way I can have a lifetime supply of these. I think I need to make my own. And very quickly I realized, Oh, if they're this helpful for me, it stands to reason that they would be helpful for other people as well. So I set out to build something that had that similar feeling so A lot of form function but a lot more durable and with stronger magnets, so they'd actually be designed to be used as a stim toy, not as a construction toy with and I suppose off label purpose of being used to stim. And that's where the idea of Stimagz came from. So I started working on that and realized, Oh, if I'm doing this, it makes sense to integrate it into the neurodivergent community ahead of time and involve people in the development, make sure that it's something that they want, check in with people on, like, what form factor they like, what colors they enjoy, what materials feel good in their hands, because I know that we all have a lot of sensory sensitivities. And that's really led me to where I am today, my sort of personal mission statement is to create value for neurodivergent people rather, that's what and that can be through, you know, creating products, such as Stimagz, or a few of the other things that I'm working on. That can't share quite yet. But I'm really excited about or just through creating, you know, educational or relatable videos on social media that can help people understand themselves a little bit better or feel a little less alone. So people have asked me before, like, Okay, what's, what's your primary focus, I don't think I really have a primary focus. My focus is just creating that value for people.



Angela Locashio 11:17

You don't ask somebody with ADHD what their primary focus is.



Molly Hicks 11:23

So it's funny, you mentioned that. So I had a discovery call with a new client right before I got on. And they were like, I know, I'm supposed to do one thing, but I don't think I can live a life of one. I'm like, we do neuro divergent things here. There's no one. Yeah, there's never one for us.



Kody Lukens 11:46

No, maybe one for a couple of weeks. And then you'll go on to the next. Yeah,



Angela Locashio 11:50

I was gonna say I can definitely get very focused, and I enjoy the focus on one thing, but it doesn't last forever.



Kody Lukens 12:01

I had a near encyclopedic knowledge of snakes from probably second through fourth grade. And then I just moved on to something else. And now I still know a lot about snakes, not nearly encyclopedic anymore. But that was just my core obsession for a long while there. Yeah,



Angela Locashio 12:19

I so hear you. So hear you on that. So how much did you make through your Kickstarter? Because that's where I found you. I came on the Kickstarter. And it's like, Yes, I have to have these. You had a really successful Kickstarter?



Kody Lukens 12:32

Yeah, went really well, personally. Just to be clear, I did not really make anything from that I think, enough to cover rent for two months. Everything else went directly right back into the business. And I know that that's pretty unusual for Kickstarters, at least, given the the public reputation that they have, have generally Kickstarters take a very long time to fulfill. I've ordered some things several years ago that still haven't arrived. And every few months, they'll send me like, Oh, they're shipping soon, we've had manufacturing delays. And I totally understand that, I know that manufacturing and logistics, especially right now can really be held. The world still hasn't caught up from the two weeks of shutdown and 2020. Because everything was on such a lean manufacturing schedule, it's it's a nightmare. But even with that, I I'm gonna I'm gonna toot my own horn for a minute here, I definitely went above and beyond to make sure that everything was as set up and planned as possible. Before launching the Kickstarter, I could have launched it in May. But I waited until October to make sure that okay, I have this manufacturing schedule down, I know exactly how long it will take me after I placed the order at a certain threshold to then receive them and in what colors I believe will be most popular so I can have the manufacturer prep those those materials ahead of time doing

everything I possibly could to streamline the process, because that then also allowed us to open the Shopify in January and get things selling as quickly as possible because I suppose the downside of spending so long in development, those extra probably three four months is it definitely cut into well, obviously revenue cuz we weren't selling anything, but also just the sort of existing resources we had. And by we, I mean, it was it was it was just me, but I'm used to saying we because it makes the company seem bigger. Have an employee now, which is awesome. She's she's doing great. I think she's actually the one that probably responded to your email initially, and then forwarded fantastic human being. Oh, yes, she is wonderful. Shout out Karis. Let's see. Yep, so the Kickstarter raised almost \$90,000, which was awesome. And then sales on the Shopify have been doing great. So far. It seems like people are really excited about it. And we've been partnering with a lot of neurodivergent creators on social media. And since I'm approaching people as a part of the community, and it's it's clear with my track record of you know, the videos that I've made and everything that I really care. And I'm someone that's passionate about helping people, not just some random businessman trying to make a quick buck off of neurodivergent people, because I feel like a lot of existing, quote unquote, resources, you know, get fidget toys or other items made for, quote unquote, for neurodivergent, people are really doing the bare minimum. And obviously, there needs to be lower cost options for people that can't afford, you know, to pay a heavier, heavier price tag for a more premium item, those absolutely have value. But the market is so saturated with that right now that it's incredibly difficult to find items once again, via fidget toys or other resources such as weighted fit weighted blankets, or compression vests, that aren't just complete, cheap mass produced garbage. And so that's a niche that I'm really trying to fill is I know that the prices are high. I know it's not for everybody. But I think that there are a lot of people that can really benefit from purchasing something that they know is going to be high quality and they know it's going to meet their needs, even if it carries out your price tag.



Molly Hicks 16:04

Yep, that we'd have best thing that that. So my level is neurodivergent, too. And when we first looked at waited stuff for them, my husband wouldn't buy it. Because in you might, I don't know how old you are. But I'm guessing here, when we were little kids that were neurodivergent, who couldn't mask for whatever reason, they were the outcasts. And even the ones that were masking, let's be real are outcasts, but like most of the time. And so Steven refused to do the way to invest because it made Blaine stand out if they were to wear it. And so like not just as their high quality product, but why do we have to make children stand out for needs,



Kody Lukens 17:02

they all look like they're coming from the dentist with a weighted vest, like what is up with Right?



Molly Hicks 17:07

Like, we need to protect ourselves from the X ray machine. Yeah, in some capacity, when there's other ways to do that. And so that, yes, yeah, I'm here for that. Yeah,



Kody Lukens 17:19

I'm here to hear some initial approval. I haven't actually, I probably shouldn't have actually talked about that, because that is in development. But anyway, official announcement of weighted vest



Angela Locashio 17:34

as a as a sensory of like, integration and sensory environment person. This is so huge, like this, you know, having Stimagz in and it's in and of itself, is a way to create an environment that supports your sensory needs, and heavy work, and having access to different things that work on the proprioceptive sense, are just it's so necessary and so needed, and we need to be having these conversations. My special interest right here.



Molly Hicks 18:11

Honestly, yes. Now, right where you want



Angela Locashio 18:16

us. This is off the subject a little bit. But since we're talking about entrepreneurship, we need a device that takes the rocking and our chairs and turns it into energy for our homes.



Kody Lukens 18:29

Oh my gosh, I'd never have to pay for power again!



Angela Locashio 18:31

Look at all three of us right now. Right? Like, like, do I need to like do we need to cut that little thing out and have conversations about it. So nobody hears that great idea. I want the whole world to hear it and I want somebody to come up with it ASAP.



Kody Lukens 18:43

If someone makes it before me, that's okay. As long as it's out there.



Angela Locashio 18:46

Oh my gosh, this is totally needs to happen. Look at all the energy we're creating.



Molly Hicks 18:54

Okay, but going on with your entrepreneurial stuff. So putting my brand strategist who works with neuro divergence had on my mind the hat was his talk, but the hat is this was my wizard hat. That's also one of my special interests. Okay. I, you said that you like I need to make sure that these things are in place before I do this for the Kickstarter. And I need to have this process in place. And I need to double check these things. So it sounds to me like your neuro divergence really helped you have a successful campaign because like you knew the importance or had seen from some type of like, I blame it on my pattern recognition. But maybe you blame it on something else. But essentially, you're like I've observed all of these, all of these companies do it wrong. Yeah. So now I'm going to collect all the data that I've seen from those 13 things and apply it to my own personal experience and do this. So. So those are some things that went really really well. Where did you see like, some of the stuff goes pop through because a lot of times ADHD, we see people like, Go Go, go, go go, and then they have that crash. And then they're like, I'm done. Goodbye. And then they move on. So what? in that realm of things?



Kody Lukens 20:13

Can we talk about that? Yeah, I guess two pronged response to that. First one is I would describe myself as a recovering perfectionist. And that a lot of the reason that the Kickstarter was so meticulously planned, is that I spent so long planning everything going over every single word, making sure the punctuation was perfect. Re filming a bunch of gifts, or just videos for the main video, because I wasn't exactly perfectly satisfied with how they came out, there's a half second, too long pause between this word and this word. And that was some that's something that I don't think I would do again now. But I put so much pressure on myself of okay, if this doesn't work, what do I do like that this is, this is my dream, this is what I want to be doing. And so I really put everything I had, and then some into it for several weeks leading up to the Kickstarter, and to a lesser extent, several months as well. I was working regularly from 8am until 8pm. Every single day, like not taking again, maybe I would take one day off to just recover a tiny bit before jumping back into it. So that isn't something I wouldn't necessarily recommend. And something I'm trying to step away from now just being okay with little imperfections. And because we're all human, we all make mistakes. Not everything needs to be perfect. And oh, yeah. And to answer the second part of your question, and perhaps the more direct part of your question. I definitely experienced that, right when we hit the Kickstarter goal. So the first day raised, I think, \$2,500, or maybe a bit more, I don't entirely recall. But it was on the fourth day, God said, Let there be light now. A creator named Jeremy Andrew Davis, sorry, I was really dry joke, a creator named Jeremy Andrew Davis has posted a video on Stimagz that got I think it's got to nearly a million views just completely naturally, no boost in there at all. And that drove a very large chunk of the total traffic, we got to the Kickstarter. And it took us from, I think \$3,000 Or no, not three, sorry, \$5,000 to \$25,000, over the course of 12 hours, in our goal was set at 8000 or 9000. I don't remember exactly where it was. But it just exploded us past the goal. And then that was about a week into the Kickstarter. I know for that. Sorry. It's been a long time. I don't remember the exact time. But right after that, that was on a Friday. And so I said, Okay, I'm gonna take the weekend, and we'll get back to it on Monday. I didn't really do much for the next, the remaining two and a half weeks of the Kickstarter. I wasn't burned out, I was still feeling joy with what was going on. But I was feeling very aimless and lost because for so long for two years, my goal was get the Kickstarter funded. And then after that, figured out what comes next I was just focused on that one singular goal. And so when that goal was achieved, I was just completely aimless. And it wasn't until probably two

months later, when it was actually time to start organizing things to fulfill the kickstart. Obviously, I was still working in that time, I had to coordinate with the manufacturer, and you know, make sure the funds were going to the right place, that kind of stuff. But I wasn't doing full work weeks in that time. Now, obviously, I did need a bit of time off. But even if I didn't need the time off, I don't know, if I would have been much use otherwise, I very much had to reset my brain and find a new goal to latch on to, which is another thing I'm trying to deviate from. I don't know if you've read atomic habits, but one of the big takeaways from the book is it's better to focus on doing whatever you're doing 1% Better every day, rather than picking one goal and trying to strive towards that. But that can be really difficult to do and you're not seeing that market improvement or you're not seeing that market progress. And so I'm trying to get better at recognizing the little victories and the little successes and the little failures and taking those as acceptable milestones rather than okay, I need to hit this sales metric by this date or I need to do this by this time because that sets me up for a lot of certainly a big success but it doesn't feel that way it when the Kickstarter funded at first I cried a lot. There's a video of it on my page. But then after that I felt very hollow for a while. Just the goal was achieved and I didn't know what to do and I'm definitely I'm spiraling here are circling so I'll wrap it



Molly Hicks 24:59

up way, fine. Okay. Good, don't worry.



Kody Lukens 25:04

Thank you. And so I'm trying to get better at just accepting the little things and just being content with doing a little bit better every day.



Molly Hicks 25:14

Right? Yeah. And I feel like this is a cycle that a lot of neurodivergent humans kind of fall into, especially if we're late diagnosed, or ignored, diagnosed. In the sense of like, we were taught that you have to do it this way, you have to achieve these goals. And we kind of pushed ourselves to make these things happen, even though inherently I'm not sure how we did. But we did, you know, kind of thing. Like, if somebody went to nine year old Molly, and was like, how did you do that? I would be like, I don't know, I woke up one day, and it was done, you know, like, it just happened. And so what you're describing really is, you know, and sharing is that this is a common journey for a lot of neurodivergent folks who were sold this premise of goals, and how to do it, and that it's okay, if that doesn't work for you, and that, in some cases, mate, might make you feel worse or destroy you in some way, you can find a new way to do something. And that's positive. And that's helpful. And that that actually makes you feel good about yourself. And so I feel like that. That's what you're describing. And that was, I



Angela Locashio 26:32

want to jump into that. I want to jump into that as far as motivation. Because I know that that's something that that you enjoy talking about is motivation. So I want to jump into that in a minute. But before we do, I want to add that this is also an issue about transitions and how

transitions can be difficult. But it's a it's a lot of people don't think about it or see it that way. Because it's like, oh, that's something that you know, that was a really good positive thing that happened. Okay. But it was very unexpected in the way that it happened. And I needed to quickly transition from one space of the production process and the creation process very quickly transition into this other space. And that's where that aimlessness comes from, right. Like, I wasn't ready, I wasn't ready for that transition. I don't know where I'm gonna go. I don't know what I'm gonna do. I think that's normal. But it's not talked about.



Molly Hicks 27:34

Right. And it's, it's one of I know, we're supposed to be talking about business in this episode. But I try so hard not to talk about business and other episodes. And I'm like, Oh, I can talk about it this episode. That is super common for business owners to be like, I just need to go viral. And I'm like, do you understand the amount of work effort and energy it would take to a go viral on a routine basis, and be to deal with the aftermath? It's exhaust viral.



Kody Lukens 28:01

Yeah. And after you go viral, it's everything, once again, feels hollow afterwards. Like, if I have a video that gets 3 million views in a week, and I post the next one, it gets 25,000. That's still a lot of people that are watching or even if I post one, it gets above my average, say, gets 250,000 views, that still feels like a letdown compared to the 3 million of the week before, which is crazy. It's you get addicted to the numbers, you you want that every time and of course, it's designed that way. But it's it's definitely a struggle.



Molly Hicks 28:36

And it's unfortunate. I know, you want to talk about motivation, but it's kind of is a motivating factor it's it's funny to me, because people are like, well, 300 people viewed it. I'm like, do you really know what that means? Do you know what a view is? Like how they calculate that view? Oh, but I got 2.5 million reach. That just means people have access to it. And somehow on their screen, somebody was looking at something like us something measurable. Yeah, like, that's the other thing. Like, I'm not trying to get preachy. I'm just like, if we're going to use numbers that we're going to control and like, we're going to perceive ourselves through value of these numbers, at least use a number that actually is worse, something like don't like likes are worth something. Somebody saw your video and clicked on a link in your bio that's worth something. Somebody just watching your video doesn't mean a damn thing. Much. And so like people perceive that as something worth something. And I'm like, what's worth something is when you actually connect with a human and they do something. And if you don't have that movement, and that that then it doesn't count. It's just a vanity thing. I will get



Angela Locashio 29:50

her hitting on. Can you tell that we're hitting on this this interest that Molly has on social media, and I know Kody that you have that same interest you have worked in social media for quite some time.



Kody Lukens 30:03

It's been a while I was actually just thinking about that yesterday, I was going through my catalog and marking, I hired a new virtual assistant recently recently, she's been awesome. But I'm going through my old videos and marking some to be downloaded and re uploaded to Facebook or YouTube, since those are newer platforms. For me, I don't have a lot of my old stuff on there. And I was looking back and realizing I've been doing this for a year, like a long time, closer to two years than one. And I don't remember a lot of these old videos that I've made. I've made hundreds of them. And a lot of them are just like, is that me in that video? I don't remember filming that whatsoever.



Molly Hicks 30:40

Right? And for some people, when they look back at their content, they're like, I am not that human anymore. I don't want it out there. You know, like, so. Okay, yes. All right. I will let you go around to motivations. And I'll get off my soapbox now.



Angela Locashio 30:55

Yay. Yeah. So motivation. All of this has led up to that. Tell us about that. Like, what's your interest in that? And how, what message do you have for us about motivation?



Kody Lukens 31:09

Funny you say interest. I'm a big proponent of the INCUP acronym, which stands for interest, novelty, challenge, urgency and passion. And it was coined by think William Dodson, he was a psychologist. And it essentially means that neurodivergent people specifically sorry, when I say neuro, divergent, I'm used to just saying that because when you say autism on social media, it tends to get either flagged, or people have just an internal bias, and we'll scroll past it. And so since if I was just doing it for awareness, and education, then I would just power through that. But since I'm also a business owner, unfortunately, it's just not in the best interest of the business to talk about autism exclusively. Sorry, this is a completely different topic, just because



Angela Locashio 31:57

I love this conversation, what my nonprofit is all about, it's like, not to and silo. All of this, take all of the silos and bring them into neurodiversity. As a whole, I know people listening can't see me making circles with my arms. But it's there is never just one intersectionality tells us, there's never just one thing happening. There's always a whole bunch of things intersecting and happening at the same time. So I think that your process is right on where it needs to be. And it is the term to be using.





Kody Lukens 32:32

Thank you. I've also found that when I post content online, related to autism, specifically, if it's something about intersectionality between autism and ADHD, a lot of people get really, really up in arms about it on one side or the other. So they're,



Angela Locashio 32:52

I'm autistic and ADHD. So let's have that conversation.



Kody 32:55

Perfect. It just gets so heated.



Molly Hicks 32:59

A lot of our people are AuDHD.



Angela Locashio 33:01

Yeah.



Molly Hicks 33:02

Yeah.



Kody Lukens 33:04

All right. Well, hopefully people will understand. That's nice. I remember what I was saying. All right. Are you familiar with sound of the forest on Tik Tok? Yes, her name is Nicole. She posts about bugs and other sort of like autism related things. Yeah, her account has been banned so many times, because of, I remember the exact wording they gave, but something to do with like unsafe content related to autism. So if you post about it, you're opening up the door to whatever platform you're on either outright banning you for? I guess, because it the way that they phrased it was that they wanted to protect autistic people. And it's like, Do you realize that Nicole is autistic and is advocating for other autistic people? This isn't hate speech. This isn't like demeaning. Why are you doing this, but you'll also see accounts focusing on autism get shadow banned, where say they have, you know, a couple 100,000 followers, they're getting 200 views per video. Obviously, something like that can also happen naturally, if you know, people's interests change. And the algorithm is like, hey, people don't want to watch this content. But if you see a drop off from 150,000 views average down to 1000 over the course of you know, one video, that's a bit of an indicator. Yep. Anyways, so long story short, when I say neurodivergent I usually am referring to more specifically ADHD and autism because that's what the majority of my content is focusing on. And obviously, it's an umbrella term that covers

a lot more disorders and conditions umbrella There we go. Than just ADHD and autism, but when I use it, that's usually what I'm specifically referring to. I don't remember why I was saying that. We're talking about something earlier



Molly Hicks 34:52

INCUP



Kody Lukens 34:53

That's right. Yeah. Perfect. Lucky you go. Specifically ADHD people are motivated by INCUP more so than importance. And so if you think, okay, I need to mow the lawn, or I need to do the dishes. I know it's important, but that doesn't motivate me to do it. Whereas INCUP does interest, novelty challenge, urgency and passion. So if you're interested in something such as you know, you being interested in the numbers, Molly, or Angela, I guess, you being interested in Stimagz and then going out and trying to reach out to me, that can then immediately motivate you to do something more so than importance ever could. And same thing with challenge. Urgency is a big one. I don't know if you like when you were in college, if you were in college, or high school, always writing papers, the last minute, that's the very last minute. Yep, that's very common ADHD, and knocking it



Angela Locashio 35:45

out of the park to write. You write your paper a week in advance, and it sucks. But you write your paper the night before, and it is like you're laser focused.



Molly Hicks 35:55

Yes. And it was always like, I know, for me, anytime it was an English paper, I was like, I'm gonna write about the most obscure thing that they can't negate about this story. And I, and then I would get an A, because no one's ever come up with that before. That is brilliant. No, that was me pulling something out my ass today.



Kody Lukens 36:17

In eighth grade, my teacher we had the whole semester or trimester, I don't remember what section it was on, but to work on this one paper. And she kept on saying you cannot wait until the last minute to do this. And so I took that as a challenge naturally rotates the day before and got 100%. So right worked out well. And then also taught me how to live my life. Last week class, I wrote a paper about why I thought the class was dumb. gotten a worked out. Well, as long as you articulate yourself. Well, people are surprisingly amicable to ideas like that.



Molly Hicks 36:49

Yep, yes. Yep. No, that's, that's, yeah, love it. So back to motivation.



Angela Locashio 36:58

Alright. Okay, where were we we were, what letter did we get on to incap? We are we on? We just said urgency.



Kody Lukens 37:09

urgency. A lot of them are kind of just exactly what it sounds like. And passion and interest are pretty much the same thing. But in cup sounds better than enqueue. So you have to be on there as well. But essentially, the more of those motivators, you can stack onto any given task, the easier it will be for you to do that task. I always give the analogy of the dishes or here's a new one. If taking a shower is really hard, you have to get in the shower, you have to you know, wash your hair, you have to scrub your body, all of that stuff. If you can do it, like okay, I have to put on a playlist I have to do my hair while this song is playing. I have to you know, do a face mask. Well this song is playing and I have to get out when this song plays. Like adding that timing to it makes it urgent. It could be interesting, it can be challenging to get those things done on time. And that makes it a lot easier than just okay, I'm going to get in the shower and I have to do this thing and now I have to do this thing. And to someone listening that does not struggle with that. And that's that's awesome. Good for you it in those situations it can be difficult to understand why it is difficult for people like us to do those things. It seems just so common sense. Like oh, that's just part of being a person you need to be able to do that. It's not it's not always that simple. That's what we



Molly Hicks 38:33

mean water is so great.



Kody Lukens 38:37

I love water. I'm a waterborne no no



Molly Hicks 38:39

I mean water touching you



Angela Locashio 38:43

Yeah, I'm not



Molly Hicks 38:48

Oh, go ahead, Angela. I



Angela Locashio 38:50

don't know I've just like this is why people tell us that we don't know how to people that's why we have the opening that we have on this podcast is like people tell us we people wrong and it's like well I don't people wrong. I just don't people like you. Because for me the process of getting in the shower is number one a cognitive a big cognitive load because of the sensory issues that happened for me around that I'm fine under the water. But it is a huge challenge to get in and then the getting out and the mix between the dry and the wet skin. No, it's very hard. So yeah, a lot of people do not understand that at all



Molly Hicks 39:30

well and I have a little who refuses, refuses has refused for two years. Obviously we still hate the child Don't get me wrong, but we finally found a way to do it and he's on their audit. Ah, this stick and ADHD my brain cannot say those words together. And I found bath bombs that have Hot Wheels and jewelry and whatever inside of them. So we put them in the bathtub. The child, and then put the bath pump in the bathtub. And then the water changes colors. And next thing you know, maybe your hair will change colors if we put your hair in the Oh, sneakily puts the shampoo and Oh, it didn't change colors next time we'll try again. And now somehow I've gotten this child to bathe a couple of times.



Angela Locashio 40:23

That's peeking that interest. Right. Pete? Yeah. That interests for sure.



Kody Lukens 40:27

Also, speaking of the intro, really quick, I'm curious about the you mentioned, I think self care is bullshit was the line. And I know you mentioned after that, I think you said Community Care is where it's at. I was hoping to hear a bit more about that, because that's just that's rhetoric I haven't heard before.




Angela Locashio 40:44

Thank you. Thank you for noticing that. Yes, I have actually had quite a bit of feedback on saying that self care is bullshit is not a good thing, blah, blah, blah. And it's like, okay, well, let's look at this because it is, and this is a social and economic security issue and a social justice issue. Bo Burnham Thank you, white woman, Instagram. Wellness is something that is dependent on how much money you have in our society right now. The only people who are allowed to be well are white, cisgender, heterosexual, wealthy people. And if you don't have the wealth, to be able to purchase the things to be well, whether it is health care, access to health care, or go and get a massage, get a pedicure, go out, go out with people get a babysitter for your kids. Notice all of these things cost money. And we have to get away from

this narrative of this is something that you are responsible for yourself completely. And we need to move into the narrative of Community Care is where wellness comes from. It's the community's responsibility to care for itself to create sustainability in the community by caring for providing access to that care for all of its members, regardless of the intersections that they have.

 Kody Lukens 42:27


The healthcare ones an interesting point, the I got COVID for the second time, or maybe even the third over the summer. And I had a heart issue come from that. And I had to go to the doctor a lot. And the doctor that I was going to their clinic has a really interesting structure where it's a flat fee of \$50 a month. And I could go in as many times as I want, I can make appointment, make an appointment just through texts, just send them a message and say, Hey, do you have any availability today, and I can go into hours later, as opposed to having to make a phone call, God forbid, I got builds a unpredictable amount by insurance every time I went to the doctor probably seven or eight times that month alone. And just know like having in the back of my mind that I'm not going bankrupt by taking care of myself. Yes, it made it so much easier to actually take care of myself. And that's a structure that I shout out. Let's see, it's called direct primary care if anyone listening to this is in Spokane, check out direct primary care, they are awesome.

 Angela Locashio 43:33

We will put a link to that resource in there. I also timestamp that because that's going to be like a clip that we need to we need to take out is the going bankrupt piece. We shouldn't have to worry about going bankrupt to have basic health care. Yeah. And that's what I mean when I say self care is bullshit.

 Kody Lukens 43:53

That makes sense. I interpreted that very differently. My definition of self care is probably I guess, a little less money dependent. I suppose I because I play a lot of video games, except I don't buy a lot of video games, I play a lot of just the same ones that I've played forever. So My hobbies are pretty cheap. And by self care, I usually mean okay, I'm going it's a Saturday, I'm going to sit down and eat some ice cream, and then also a few carrots and play some video games with the lights off. That's That's what self care means to me. So that's just my

 Angela Locashio 44:31

pet. I'm gonna piggyback on that. I'm gonna piggyback on that. You said I don't spend a lot of money on video games. But just like at amusement parks, you get more and you have access to more if you're willing and able to pay for it. That's true. So it could be that you don't have access to certain members of the community or certain things that would be fun and interesting and all of those incap things for you So if you didn't have to pay



Kody Lukens 45:02

for the I certainly wasn't disagreeing I was, it was really attempting to share my, I guess personal perspective on what to me.



Molly Hicks 45:12

And so as much as Angela will say self care is bullshit, she will tell you to go take care of yourself, in the sense of Yeah, with the things that you need to do that are within your means and within your grasp, right, that are going to help you gain more matches. Which Yes, there was an episode yesterday about that guilt there. Yes,



Angela Locashio 45:39

absolutely. Absolutely. And the big thing about self care is being able to ask for support from others, that the best self care technique that we have is remembering that we can ask for help when we can't do that for ourselves. Yes, I am so glad that you brought that topic up today. This kind of along the same line. And this is also going back to you talking about being an entrepreneur and the transitions and the difficulty that you had with everything having to be perfect, and not being able to allow for mistakes. And that that's something that you're really working on. So you were interviewed in the Gonzaga bulletin. And this is what you said, just put yourself out there. Don't be afraid to embarrass yourself. You're going to embarrass yourself along the way. And the sooner you can do it, the sooner you can move past that and get where you actually want to be. Can you I guess you could say that? Yeah,



Kody Lukens 46:43

let's let's see here. Yeah, I guess. Perfection is perfectionism definitely ties in of if I'm putting myself out there. I don't want to embarrass myself, obviously, I want people to think that I know what I'm talking about. And that I am passionate about this. And that it's not just some random thing that I thought of. I was once again, I looked on a different monitor and got distracted, lost her train of thought there. But the biggest hurdle for me initially was and I would suggest this for any small business owner, be get comfortable in front of the camera, even if it's just super basic view, talking to the camera and not even posting it, just get comfortable talking to the camera posting, it will obviously be better, because you will get some hate but you'll it okay, I'm gonna back up another step. At the first video that I posted that got hate comments, I don't remember which one it was, but those really got to me. And then the next time I got those, they didn't bother me as much. And then now if I got them, I'm like, Oh, whatever. Fuck you. Sorry, I don't know if I can swear on



Molly Hicks 47:49

here. You can cuss No, you can and wonderful. You can have an entire dissertation just using the one word since it is all forms of speech. It is interesting.





Angela Locashio 48:00

Yeah, from a scientific cussing, engages the parasympathetic nervous system and helps us regulate. So go for it.



Kody Lukens 48:07

Okay, well, that explains a lot, I won't feel bad about it anymore. But anyways, you get a lot of mental resiliency, for putting yourself out there as a person as well as for your business. If you talk about it online, and people hate on it, obviously, you don't want people to hate on it, it's still never fun. But it's a lot easier to have, you know, get a few hate comments, and then a few more, and then a few more. And then even if you release your product or service or whatever, and people are really up in arms about it. It's not going to destroy you like it would if you went from like nothing, nothing, nothing to suddenly Hate. Like, I don't think I'm articulating this super well. But putting yourself out there as you know, a genuine version of yourself or just like comedy where you're doing bits and it's not actually you it feels different. If you're if you're talking to the camera directly as you compare it to if you're doing like a little skit where it's two different characters that aren't really you. You're a little bit more emotionally detached from that. And yeah, I don't think articulated that super well, but hopefully made some degree of sense. Yeah, no,



Angela Locashio 49:17

I love it. Because in our community, and oh, my gosh, we hear this all the time. All the time. Just yesterday, I was talking to an emerging coach. And she said, I cannot get in front of the camera. And every time I do I, I just blank and I don't know what to say. So I said, Molly, we need we need to be talking to Marco Polo since we talked about them so much. Oh, yeah. Right. We need to talk with them. Anyway. I said, I said to her, I said look, get Marco Polo, and have a couple of friends who you regularly talk to also get Marco Polo and have conversations with them through that app. Because you can download pieces of that conversation. So you're not in the mode of Oh no, I'm being filmed. But at the same time you are taking a video that can be used. As you learn that process of getting in front of the camera. It's a great tool and a great app to help those people who don't like that.



Kody Lukens 50:19

Yeah, and being able to advocate for your business personally, as opposed to relying on someone who you hire specifically to do that goes so far. And it definitely helped enable me to win a business competition in believe it was last April before way before the kickstart anything got \$10,000 in prize money for that, which was awesome all went towards the company. That's what allowed us to make the mold because making a mold is surprisingly expensive for injection, injection molding. But the fact that I'd already been posting on Tik Tok for months and months and months prior to that made me so much more comfortable in front of the camera and dealing with criticism from the judges, and picking apart my opponents pitches and trying to figure out ways to one up them or like listening to okay, that Judge asked this question about this, that this aspect of their business, that means that something that's important to them. So that's something I'm going to make sure I emphasize in my presentation, or in my round of questions. And so yeah, my number one tip for small business owners would be be comfortable

in front of the camera or learn to be comfortable in front of the camera to some extent, to where you can personally advocate for your business in a way that is compelling. I certainly would not be or Stimagz would not be where it is. Now, without all of the connections that I made through creating content on my personal page, I wouldn't have been able to get in contact with any of the people that are now brand ambassadors for Stimagz, there's no chance, if I were just coming out of it as like, Hey, I'm making this product for ADHD people. And I think I touched on this a bit earlier. But and you know, obviously don't have to make an account focused on content for whatever your niche is for a year and a half before launching a product. That's overkill. But being knowledgeable and being comfortable, are huge. Absolutely



Molly Hicks 52:09

have one last subject. All right. I think we'll round it up, which I did not, we did not have this question before. And I didn't know if this was something you deal with. So but it has been a conversation for not just Angela and I but me and several of my clients as well. So I'm going to assume a lot of people in the community have this question too. So RSD have you? Are you a person who has RSD? Or has been dealing with others that have RSD? And have had to handle this within your business? And how have you if you have



Kody Lukens 52:50

definitely so RSD rejection sensitive dysphoria, technically, is not a medical term. But I think it's going to be one of those things where, in time, the medical community will likely catch up and implement some variation of the current understanding or the current, I guess, communal understanding of RSD into the DSM five, or I suppose to be DSM six or something along those lines. I expect that to happen at some point. But just to clarify. Just because I've talked about that on my pages before, and so I just didn't want people to like hear it and think like, Wait, he that's not what he said earlier. But anyways, yes, that is definitely something that I have dealt with and continued to deal with. It's a lot easier to deal with when, for example, like if I'm having a bad day, and I'm thinking oh, people don't like schematics. I'm the only one that actually likes them. People are just I don't know doing this because they're like, Oh, look at look at this, look at this guy's doing his dream sure all buy one, and then it sits on a shelf. And then I will go and read the hundreds of positive reviews that have been left about Stimagz or some of the watch some of the testimonial videos. And that's obviously something you can only do after you've already put your thing out there. So it doesn't help with the initial impostor syndrome or RSD. And that was something I really struggled with even leading up to the launch. Especially because initially before they were out there at all, and there were people advocating for them beyond just me, people would very frequently say, Oh, these are just blank, or these are just blank, like referencing those toys that I had as a kid. And I sort of gaslit myself into thinking, oh my gosh, these are just the same thing. I'm a fraud. And that I had to remind myself of know, if they were the same thing, I would still just be using those I wouldn't have made my own product there would have been no point in doing that. And now it's a lot easier to combat that in terms of you know, those hundreds of positive reviews and people like like YouTube who really enjoy Stimagz that just that makes my heart whole, knowing that my baby is giving people so much joy If you can, sorry, to go back to the original question overcoming RSD for you have those many sources of validation. And it's a lot easier to internally validate yourself. Once you have external validation to fall back on, it's a bit of a trap. But in the short term, try to find people, or try to remind yourself of why you're doing what you're doing. And just keep

that in the core of your brain. If no matter what else, anyone else says, Don't let yourself gaslight yourself into thinking that what you're doing doesn't matter. Because if you're passionate about something, it almost certainly matters, at least to you. And that's enough, because people, I guess this goes more to the marketing side. But even if you're selling a useless thing, if people see that you're passionate about it, that may be enough to convince them to buy it, even if they don't actually really want it, or they don't actually really like it. If someone sees how passionate you personally are about something that you've made, that may be enough, obviously, don't base all of your marketing around that. But right,



Angela Locashio 56:09

but that does get people to try something that they wouldn't try initially. It's like, Oh, look how excited they are about it. Let's try it. I don't know that I'm gonna like it, but I'm gonna try it. Yeah, and I might love it.



Molly Hicks 56:22

That's an especially true statement. If you are doing something like Indiegogo or Kickstarter as well, yeah. Because it's a thing nobody's had before. Like, so you'll come on, and you're like, this took a really long time to make, please buy it, like people are gonna be like, Well, no. You have to have some energy and not energy like bubbles from Powerpuff. Girls, like, I'm just like,



Kody Lukens 56:50

people need to see your passion come through.



Angela Locashio 56:52

Yeah. Yeah, you have to you have to spark their income. Okay, I have to I have to jump on this for just a minute. Because you touched on that self care and community care, again, talking about RSD invalidation. Because truly the response to addressing when you are aware of your own RSD, and being able to address that is being able to have that internal thing where you're like, okay, but that's not actually true. Here's what's actually happening. And you know, I'm good enough, I'm smart enough and Gosh, darn it, people like me, right? Like, however, in order to get to that point, engaging in the community care and having people who you can reach out to who can help on the external side, while you are building that skill is pivotal to that happening for you.



Kody Lukens 57:54

Indeed, and that goes a bit back to that quote that you pulled from the Gonzaga bulletin of you're going to embarrass yourself. So do it, do it sooner rather than later. So you can move on, is the sooner you. At some point, you have to just you have to stop thinking and just send it. Like I put off the Kickstarter for so long. It eventually got to a point like no, I'm setting a date and I'm announcing it. I'm now beholden to that date. So I was tapping on my table. Sorry if

that causes vibrations in the sound. But at some point, you just got to turn off the emotional brain and just go for it before thinking about it too much, especially if you're poring over the same thing. For days and days and days. You're like, Okay, I've, I've looked through this document, I'm changing one word every two hours of looking at it. Just say like, Nope, it's done sending it not thinking about it. It's tough.



Molly Hicks 58:44

Business. Yeah.



Angela Locashio 58:46

I absolutely said this the other day, I said, it doesn't have to be perfect. Not everything is going to be perfect. But, you know, consistently sending a message and consistently, you know, being authentic to yourself or to your company or to your project. That's the key, not perfection.



Kody Lukens 59:05

Yeah.



Molly Hicks 59:07

All right. Well, I think we could probably talk for several hours. I think this is kind of I'm not sure that all of our difference can handle. Although if we're special interests, and they could go on forever, too. But we, is there anything else you want to say before we close this episode?



Kody Lukens 59:29

If you want you could split it into two parts. That's what I did with one of my long episodes because it just went on for a while of us just having good conversation. And people did say it made it a bit more digestible. Just just a thought. I don't know where that split would happen. But you could do that if you want it to make it a bit easier for people. Yeah, yeah. So that wasn't a very good closing thought I suppose.



Angela Locashio 59:51

Yes, but we share things like that. And that's how we show our love. Yes,



Kody Lukens 59:56

info dumping is huge. I guess it's really info dump just sharing but anyways, thank you so much for having me on. I had a great time chatting, chatting with you all and I'm so glad you're enjoying your stomachs.



Angela Locashio 1:00:08

Thank you so much. Molly, do you have anything else?



Molly Hicks 1:00:13

I don't have anything else you can do the outro



Angela Locashio 1:00:16

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