



Unleash Your Brilliance Summit Interview

Carolyn Ellis

and

Dr. Barbara De Angelis



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Carolyn: I am so honored and thrilled to welcome to Unleash Your Brilliance Summit one of my expert panelists, the truly brilliant and successful, Dr. Barbara De Angelis. She is one of the most influential teachers of our time in the field of personal and spiritual transformation. Barbara, let me start off by sharing with everybody a bit more about you formally and then we will dive into this conversation that I cannot wait to have.

For the past thirty years, Barbara has reached tens of millions of people throughout the world with her positive messages about love, happiness and the search for meaning in our lives. As a bestselling author, popular television personality and sought after motivational speaker, Barbara is legendary in the field of personal development as one of the first people to popularize the idea of self help in the 1980s and as one of the first nationally recognized female motivational teachers on television. Through her TV and radio programs, publishing, and speaking, Barbara has generated over \$200 million in revenue which is why she is so sought after, not only by corporations, millionaires and celebrities but by anyone who wants to learn how to become even more successful from the inside out.

Barbara is the author of not one, not two, but fourteen bestselling books which have sold over 10 million copies and have been published throughout the world in twenty languages. Her first book, *How to Make Love all the Time*, was a national bestseller and was followed by the *New York Times* bestsellers, *Secrets About Men Every Woman Should Know*, *Are You The One For Me*, and *Real Moments*. Her recent



bestselling book is *How Did I Get Here...Finding Your Way to Hope and Happiness When Life and Love Take Unexpected Turns*. It was published in 2005 and has received numerous awards and worldwide acclaim. Another thing that is really cool about Barbara is that she is also the recipient of the highest honor from Toastmasters International as their Gold Gavel Award winner for 2007. She is one of only five women to receive this award in Toastmaster's 50-year history for being one of the most outstanding speakers of the century.

I had the deep pleasure of meeting Barbara about two years ago. At that time, I was exhibiting at an event and lots of people were learning about how to be great speakers. At that time, I was actually feeling really good about my emotional and spiritual foundation that I built for myself and, frankly, I wasn't looking to do a lot more of that inner work. I know that doing our inner work and setting the foundation is something that we've been talking about a lot here at the Summit. I wasn't deeply familiar with Barbara's work at the time but I certainly had heard of her and I was really curious to hear her speak.

I was just kind of kicking it at the back of this room with about 800 people. I was listening to her and didn't really know what to expect. I think it was about her second sentence that I felt so moved and so connected to her that I just burst into tears. I had no idea why. It wasn't just the power of what she was saying because, after all, she had only just started speaking and I hardly heard any of that, but I could just feel how profound and wise it was. It was really 'who' Barbara was being that affected me so strongly. The tears just started flowing. I said "Oh my gosh, I just need to work with this woman. I need to learn from her."

To make a long story short, I signed up for some of the amazing and powerful workshops that she offers. One is called "Breakthrough" and it is very accurately named. Another one is a fantastic one called "The Goddess Seminar" and that's just for women only. I've been a student of Barbara's for the last couple years and it is a special thrill and honor for me, Barbara, to have you here as one of my panelists for the Unleash Your Brilliance Summit.



Barbara: I'm thrilled to be here. I have watched you unleash your brilliance. I'm committed to helping everyone do that. When I see it unfold it is really fulfilling.

Carolyn: Thank you. It is so true. This journey that I've been on with you for the last few years, you've had such an incredible impact on my life in so many ways and have excavated such deeply held "crud" out of my system that it really has inspired and empowered me to organize this Summit and create this new focus in my business, and in so many other ways as well. For me, you epitomize brilliance and so I can't wait to start our conversation and share some of that magic and transformation that is just a natural thing that you live and breathe and offer so beautifully.

If you could, share with us a little about your personal journey. I know that you have had many different ways that you have expressed yourself in your business. You had your radio show and your infomercial, centers, and you've worked with people in such different ways. What inspires you? What is your mission in the world these days? What is it that has you on fire right now?

Barbara: It's really the same thing that has always been the fire that fuels me and has really since I was a child. I didn't even have a name for it --- it's this deep sense of commitment to wanting to contribute to the transformation of the planet. To contribute to the movement from places and ways of behaving that aren't in harmony to ways that are more into with love to allowing people to transcend their limitations and rise up into their wholeness and freedom. I started out with an interest in my own emotional and spiritual freedom and then began teaching others about achieving that. It just went on from there.

It's really always been the same thing even from the time I was a child. I knew things could be different and should be different. I have memory of a way of being that was different and somehow had the gift of seeing what we do to contract ourselves; what we do to get in our way; what we do to create our own suffering. In whatever ways I could figure out how to at the time, I began to be a teacher. As you said, it has unfolded in so many incarnations.



I've really had ten lifetimes in one. At times it was very public doing commercials and then back into things that were private. I'm in a phase right now that is much more focused on training and mentoring others who want to make a difference and do the same thing that I have done and really passing along what I know and allowing them to step fully into their brilliance, into their magnificence. I'm doing that in a very personal and focused way which is something I haven't done for a while. Always, it has all been the same thing. I have been deeply devoted to the transformation of the planet and the people on it and myself. It has been a total joy to be involved in that process and see things truly shifting.

I think we're in a time of enormous shifting right now on a planetary level. I think a lot of people listening are experiencing that in their own lives. Shifting isn't always comfortable. Shifting sometimes means that there's an earthquake first before things get resettled. That process, the technology of transformation, is something that I've really mastered and understand. It's a good time for me to be out supporting people and really understanding what is happening to them. What really is going on, not what it appears to be happening and how they can ride the wave of change in their life to a higher place of service and fulfillment.

Carolyn: I love that. Can you speak a little bit more about this shift that people are going through? I love your analogies. You always have such great illustrations that are so real, like the earthquake. That's a scary and uncomfortable time and yet it's necessary as things get settled. What is the shift going on right now and what are some of the places of contraction that people might expect to feel? How can they look past that and see their way through that? Is there anything you can offer about that?

Barbara: I think we're in a time of radical acceleration. I think everybody listening probably has been experiencing something like that. Things are moving faster. I believe that, for anybody who is a serious seeker of wisdom and serious seeker of truth, the tolerance for our lingering limitation seems to have decreased. That's a euphemistic way of saying it, but if you've been stuck in stuff, it's not working anymore.



I think, in a sense many people, particularly the kind of people you work with, are being called to truly accelerate their own process of waking up from what is limiting them so they can go to a higher place of contributing whatever you have to contribute on the planet and also allowing your true mastery and your true wisdom to unfold.

We all find ourselves, at times in our lives, when we come to these accelerations. We come to these turning points and we come to a sense that a change needs to happen. Yet, it is uncomfortable. In my book, *How Did I Get Here*, I talk about the fact that when we are at these places, sometimes we feel like we're waking up a stranger in our own lives. We look around at the things we thought would make us happy, perhaps a relationship, perhaps a job, perhaps an old persona. We don't recognize even ourselves. We don't recognize the landscape we're in and we think, "How did I get here? This isn't where I want to be and yet I thought this was what I wanted."

What happens in those moments is we are standing face to face with the gap. The gap between where we thought we would be and where we actually are, the gap between our expectations or projections of how life should have turned out versus how it has turned out, and also between what we thought we wanted and what's emerging that we truly want. That gap is a very potent place. It's a place from which we can rebirth ourselves. It's also a pit we can fall into and lie at the bottom and say, "What happened to me?" and feel badly.

The trick is, and the practice is, to understand when you're at those moments and learn how to move yourself through them and use these times as an opportunity for true rebirth. That is why my belief is a community of people growing, group work, having people around you who understand that process of the alchemical changes we go through in our lives particularly as women and the process of rebirthing ourselves which all women intuitively know how to do because we are women, yet we falter. To me, this is my work and it always has been my work. It's an invitation to learn how to navigate yourself through those times of change of redefinition, of rebirth, and to learn that changing and transitioning and transforming and upleveling in your life aren't things that just happen to you, they're skills you can



actually learn and master. This, again, has always been my philosophy. It's really teaching the technology of transformation on the inside so that then their life can transform on the outside.

That's my other main principle, as you well know, which is that the paradigm to me that has been around is focus, control, push, try to get as much done as you can, try to acquire as much as you can...and you'll be happy and successful. My experience, always having had my background in deep spiritual study and practice since I was eighteen, is that all transformation occurs on the inside; true transformation occurs on the inside. When you shift energetically in the inside, everything else shifts...effortlessly. To try to rearrange things in your life or your persona or to force things is nowhere near as powerful as really doing the deep inner work so that you can, what I call, vibrate in more success, vibrate in people who support you, and vibrate out the things that aren't working. That science of doing that is what I love to offer people.

Carolyn: That's great. I know that probably most people listening to this have an openness and an awareness of that need to really shift on the inside out, but I do find that still sometimes there are people who say, "I'm a business person and have to get more tips or strategies to get this in place and that stuff sort of sounds a bit 'woo woo' or spiritual and maybe I'll get some time for it on the weekend." Can you speak to that way that people sometimes compartmentalize?

Barbara: I would just say, "Look at my list of bestsellers. I am a business person. I have achieved and accomplished a tremendous amount. I've affected hundreds of millions of people with work in all kinds of arenas and, yet, this is how I've operated since I was very young. It is the force of my success."

The truth is all we have to do is look at the physical world to understand that all real transformation happens from the inside. If you want to change the health of a tree or plant and believe they're getting kind of brown and withered, you don't paint the leaf green. You don't put a sign on saying 'these are beautiful green leaves.' You don't cover the leaves that aren't working. You don't sit there and say affirmations to the leaves. You water the root. You put some nourishment at the root. The change is invisible. That's what so fascinates me. Change is invisible. However, it completely radically changes everything. Modern medicine is based on this fact.



What we do is we go in and change the chemistry of the body. We add something, we take something out to help cure an illness or disease or balance something in the body. Inside out has always been what I've been taught and what I was taught from my own teachers a long time ago.

It made complete sense to me and I've watched it happen in my own life. As I've shifted and opened there's been a tremendous response from the universe. I have clients come to me like this all the time. I just had somebody who began to work with me who is a very well known coach and trainer. She is a very well known woman. She has the perfect marketing, the perfect website, the perfect internet campaign, perfect pitch, all of that stuff. People want to study with her and yet who she was, how she was operating from within, her level of confidence, her level of clarity, her abilities to truly get out of the way and allow her wisdom to come through was not established. She painted the leaves green, she put signs up saying 'this is a fantastic plant' and it continued to wither. People began to say "I thought this was going to be a great plant but something's not right." She was not in alignment with the wonderful business practices she created. A lot of conflict and difficulty came out. She came to me and said, "I surrender. I know you are the person who can teach me this. I need to shift on the inside. I need to transform so that I can be as good as my message. I can vibrate with the message and not be in odds with the message."

In my speaking seminars, I have several trainings of speaking master class and many others. One of the things that I teach is that, as most people probably know, a very tiny percentage of what people hear or feel when they encounter us has to do with our words. What it is that they're feeling instead is our energy, our vibration. You could be sitting there with the best PowerPoint and the most wonderful presentation, but if you're angry your audience will feel it. If you don't have confidence, they will feel it. If you're agitated, they'll feel agitated.

No matter how much you try to fix things on the outside, if you really want to go to the top levels of mastery, you can't avoid the outer work. This is why we all have examples of people who are successful in business, meaning their companies are making money, but they, themselves, are unhappy. Their marriages are failing



because of it, they don't connect, their kids don't like them, and they have addictions or health problems. Carolyn, I guess this comes back to when you asked if the people were successful. I would ask, "What is your definition of success?" If your definition of success is money alone, there are lots of ways to do that. There are criminals who have money and they're successful in their mind. If your definition of success is wholeness in balance, in joy and fulfillment, and not just acquisition you're going to have to do a little work. The rewards will be a thousand fold.

Carolyn: Barbara, can you share a little more about the point in your life where you realized, "Gosh, this is from the inside out. This is my life's work" and just to stick with it with the steadfastness and the fierceness and all the changes you've been through. When did that realization become clear for you? Was there a particular moment or experience you had that kind of just solidified that for you so powerfully?

Barbara: It's been an ongoing process. When I was eighteen, I left where I grew up in the east coast and I went to the University of Wisconsin. I had been a very serious seeker and reading and into deep philosophy and trying to understand what was life about. I knew I had a lot of gifts and talents but I just felt that I was living in a very strange world. This was in the late 60s so it was a very tumultuous time.

Within a few weeks of getting there, I was very clear that I had a choice on paths I could go. I could go on the very commercial path of just trying to be successful and make money and find a husband and all the things that you think you're supposed to do as a young woman to feel successful, but something else was calling me. It was the answers to questions; who am I? What am I doing here? What is my purpose? Why in some moments do I feel incredibly confident and others I feel lost? What is it about myself and how can I achieve more mastery? These are things that had always been percolating inside of me.

Within a few weeks I saw a sign for a meditation class from a great spiritual teacher coming from India and I just knew that was what I was supposed to do. I spent the next few years going deep, deep, deep within. I saved up all my money. I went and spent several years in very profound deep spiritual study and practice. I was not



thinking about a career. I was not thinking about a job. I wasn't thinking about anything except allowing myself to be as in touch with the force as possible.

One of the great analogies my first teacher taught me, and it actually is a perfect analogy for business or anything in life was about shooting an arrow on a bow. This comes from one of the great old Indian scriptures. Basically, he said "If you want to get an arrow to the target and the target is in front of you and you have a bow and arrow in your hand, what do you do? You pull the arrow back on the bow. You pull it away from the target. You pull it as far back as you can get it with your strength. Then, when you release it, it has power. It has focus. It has direction and it hits the target." This made so much sense to me.

So, I spent several years pulling the arrow back. I had no interest in anything except doing that. When it was time to put a move out into the world, my arrow went flying way beyond anything I could have imagined. I found phenomenal things happening in my life very quickly...amazing things coming to me, amazing connections, being put in phenomenal situations that I could have never manufactured for myself. My success began to explode. It was a lot of hard work but I was so clear because I was continuing to pull very deeply inside and then when I was out, it was focused. It was clear. I felt clear. That was the response I was getting from people. I continue to do those inner practices and have my entire life. People would say, "What was your big break?" There wasn't a break. It was a process of continually allowing myself to really be in alignment with the highest.

This is, again, something that's a very practical businesslike approach. If you want to create a new product, you don't just grab some idea and start running around and packaging it. You should do research. You should go in. You should contemplate. You should do the opposite of putting it out there. You should go into as deep contemplation as you can. Then, when you hit with whatever you're offering, it will be clear. It will have foundation. It will go far. This is not some strange spiritual concept. It's really the way the universe works. It's the idea of training and then you go to the Olympics and you win the gold medal.



The problem is in our society over the last twenty years particularly, there's been this focus on instant gratification; probably a baby boomer default. It's instant success, instant bestseller, instant money, instant notoriety, and instant everything. A lot of people get caught up in the lure of "I want to get these things and have these things without doing the work. In fact, "I want to buy them" meaning "If I buy a program, it will get me there and I really don't have to do anything. It's a formula; I just need to plug myself into the formula."

I highly disagree. I say "Systems are wonderful but who's using the system?" You can have the perfect system that's working for the person who created it but who's using it? That's just as important. Otherwise, everybody who ever studied with anyone or bought anything would all be multimillionaires. It doesn't happen that way. We can't leave ourselves out of the equation. We have to do the work. Thinking that just because I know I have a lack of self confidence or I know I'm not the most confident speaker or I have issues with approval or feeling consistent in my work, but I'm going to get these three things from these three people. All I have to do is plug myself into that system and those problems will vanish is denial...plain and simple.

When I'm at events and I talk like this, very openly, with some of my other colleagues who I respect a lot, but are very focused on the outer development in business. Again, very useful, but basically promise if you do this, it's all you need. I stand up and respectfully disagree. You need it all. I have so many people who will come up and sign up to work with me and say, "I have four of these systems. I've done this and that. They're helpful but I know that there's something not connecting inside of me. I know I have a lot of issues. I know I don't feel as confident. The wisdom doesn't just flow through me. I'm not as good a coach as I could be, or I'm not as good of a business woman as I could be or I'm just starting out and I feel there's something I'm supposed to do and I need to find it. I don't want to just do something because it will make money." These are my people. They find me. I'm there for them. I help them do the work, as you know, because you've done it with me. They go on to tremendous success. My clients do incredibly well but it's not



because they're focusing on money or even success. They're focusing on servicing. They're focusing on being the best they can be and allowing everything in the way that's an obstacle to be removed so they can be a great vehicle for the great transforming energy that's moving through the planet right now.

Carolyn: I couldn't agree more. The analogy I use is like trying to build a skyscraper on a little plot of dirt that's intended to support a playground.

Barbara: You're mentioning experiences and I remembered something. Before I wrote my first book and, writing a book is a daunting experience, I could feel I needed to write it. I was postponing it and postponing it in the 80s and feeling it was going to be so much work. On the way to my office in Los Angeles, they were about to build an enormous very tall building, probably 60 stories high. I watched for months as I drove by the construction site where they had the picture of the building. All they were doing was digging. That's all they were doing...digging, and digging and digging an enormous hole in the ground and putting down this very strong steel foundation. Then, I watched slowly the building coming up.

I thought it was a great message from the universe. I thought "If you start digging, eventually that will be built but you have to start the digging first." That is the correct direction to go in. It really is. One of the reasons that I've had a lot of longevity in my career, and I've been doing this for over three decades, is that my foundation is very deep. How many people do you know who have had one bestseller and that's it. They did something for three years and you heard about them. That's because they didn't have a foundation. They had some luck. They had some opportunity. The foundation is there and will always be there. There's no value you can put on that for yourself. It is priceless. Even if everything was taken away from you, you would be able to fall back on what's inside of you and build again.

Carolyn: I would love to find out what the word 'brilliance' means to you. I'm asking each of our speakers how they would define that term. What does the word 'brilliance' mean to you?



Barbara: To me, it might be something different than some others. The word brilliance is connected with the word light. When we say light, we say it was a brilliant light or a brilliant diamond. To me, there is within each of us a natural place of radiance; a natural place of greatness; a natural place of the highest qualities of life that are uplifting and inspirational that it is like a light within.

When it's covered over with our issues, our baggage, our doubts, our emotions that have not been healed and it's covered over with what people have said about us, with experiences, with disappointments, and lack of confidence, that light cannot shine. It's as if black curtains are over it or sometimes curtains with a little bit of a crack in them so you can kind of see it but at other times you can't see it. When the things that are blocking it are removed, then the brilliant light can be revealed.

Again, the word brilliant actually comes from the French which means 'to shine.' How do you shine with what you want to offer the world or even with people you love? You have to allow that which is shining inside of you to come out. Shining is not about putting mirrors on the outside of you and walking around or having a lot of flashlights and flashing people out. Maybe for a temporary moment that's shining but the greatest lights just don't dim. We look at this time and we look at the stars. It's really about getting out of the way of your brilliance and finding your connection to not thinking "I want to look brilliant. I want to sound brilliant." People who try to sound brilliant sound obnoxious. Real brilliance emerges with the place of knowing it's not bragging, it's not dropping names, it's not spewing statistics. It doesn't come from that.

All of you listening have brilliance. You have that light. It comes out in difference ways, with different talents, with different focuses that you have for your work. That doesn't matter. The light behind...in the same way that there's a film in a projector. The film has a picture on it and it's a picture of a scene from a movie, for instance. Light comes from behind the film and shines through it and projects that picture onto a screen. If the light is dim, you're not going to get a very clear picture. If the bulb is burned out in the projector, nothing happens. It doesn't mean there's nothing on the film. It doesn't mean there isn't a great movie there. No one can see it.



We are all dependent upon, in my opinion, the brilliance. We're all dependent upon the light that shines from behind everything to project out the best view possible. Whatever the 'youness' is and, again, trying to figure out what the perfect "you" is that's fine, but you better be working on your light. Again, a great movie that no one can see. That's my definition of brilliance.

Carolyn: That's beautiful. With brilliance, you do have this stamina, longevity and the continued way that you influence people is just amazing. When you face challenges, which everybody does or you run into glitches, how do you personally handle those moments of challenge? Do you still get nervous butterflies in your stomach when you're about to speak? Are there some specific ways that you move through those moments of conflict or fear with the grace and flow that you clearly have? I imagine that, for you, it's something that you've practiced so much that you probably don't even have to think about it anymore. I would love for you to share some of the ways that you navigate through some of those challenges or transition the gap as you were talking about earlier.

Barbara: I don't have any challenges...what are you talking about? How could you think that?

Carolyn: You're a human on the planet! It's probably happening, right?

Barbara: Yes. Yes. I just had to make you laugh. To me, it is really what mastery is about more than anything else. I was just looking in my own book. Before I start doing an interview I read my own books and would just say to anybody here listening, if you don't like your own book enough to read it, then you shouldn't have written it. I read my books and think, 'This is so inspiring. This is wonderful.'

One of the things in my introduction which, by the way, is on my website www.BarbaraDeAngelis.com you can actually read the whole first section of the book. It says:

It is not how you deal with what is expected and hoped for in your life that ultimately defines and elevates you as a human being. Rather it is how you interact with the unexpected. How you brave the unanticipated, how you navigate through the unforeseen and emerge transformed and reborn on the



other side. This is what will reveal your true strength, your true greatness. This is what will make you wise. This is what will give you the experience of true passion, true joy and, ultimately, true freedom.

This is how I live. If we look at crisis, challenge, difficulties, disappointments, crazy people, dishonesty...all those things that are of this world and we think of them as curses, obstacles, things that are there to hold us back, we have missed the place.

I believe that we are all in a big school and that these things that happen to us are our curriculum. That's the way I look it and have always understood it. Rather than saying "Why has this happened to me?" I say, "How am I supposed to rise up with this? What am I supposed to be learning here? How am I supposed to polish myself to move through this? Where is the mastery in this for me?"

Turning those moments into opportunities for rebirth, into opportunities to integrate everything I know and practice it. It's how I've absolutely lived my life. Trust me, I've have had many, many opportunities. I have had a tumultuous life. I've had a life of tremendous challenge over and over again. I don't look at this as something that is there because there's a problem; I look at it and understand that it's the life of a teacher and it's the life of somebody in the PhD program of mastery which means I have these opportunities to rise up and rise up and rise up.

The more you do that, the more flexible you become. So, when something happens you don't get shaken. You just say, "Aha, another opportunity for me to dig deep and feel my roots and be able to bend with this and move forward." I just shared this with another one of my clients who is going through a very difficult time with some challenges. She was resisting the challenges so much she was keeping herself stuck in them. I had to turn her around to see that these were things that were polishing her. They were rubbing against her but they were polishing the diamond of her being, of her presence. When she saw it that way, she stopped resisting and she started cooperating with what was going on, and she went through everything so much more quickly. This is what I mean about the technology of transformation. There are ways to move through things and there are ways to get stuck in them. I



teach my clients this because no matter how successful you are, no matter how many business wins you've had, stuff happens. If you don't know how to deal with those things, you are not going to be a successful person.

Carolyn: I think that's part of what you were talking about earlier with people, especially recently, getting so obsessed with things like instant gratification "Oh good, I had a great day. Well, dang it's not feeling like that the next day." What I'm hearing from you really strongly is it's a practice. It's something we have to keep choosing and choosing, to keep looking inside, digging deeper and not lose it altogether when we face that next challenge. I love the reframe to say "So, where's my mastery in this for me?" and looking from that perspective.

Barbara: This is what will make you successful. You asked "What is success?" Success is knowing you can navigate through anything. I know, that if everything I had was lost, if I wasn't allowed to do what I'm doing now, that I would recreate my life and myself with no doubt and no hesitation. I know that because that sense of finding something inside of you that nothing and no one can take away from you...that is success. We've certainly seen this with the economic problems in the world in the last few years; even people who thought "I'm secure and I'm successful because I have x amount of money." Well, sometimes half of it or more is gone. That's certainly nothing we want to happen to ourselves, but if you're defining yourself through that or you're defining yourself through a particular course you're giving or a book or a bestseller status, or any of those things, ultimately the fulfillment of those things will not really give you what you want.

I had an experience years ago when I wrote my very first book, *How to Make Love All the Time*. I was writing more relationship books then and I had taken years to write it. It finally came out and it was a national bestseller and I had been touring around with the book. I didn't really understand about bestseller lists in those days and my agent wanted to see it in the *New York Times* list. It became a national bestseller but it wasn't on that list. I really didn't care. Every day, they would say, "How many have we sold?"



I was giving one of my seminars and a couple had flown in from Florida. They were really on the verge of divorce and they began working with me when I gave relationship seminars. They went through a profound transformation that weekend. They came up to me on Sunday night with my book in their hand and said, “We are here because of this book. This book saved our marriage. This book saved our family.” They had tears in their eyes. I thought to myself, “I just hit the bestseller’s list!” This is why I wrote the book. I wrote this book for these two people. This is the meaning of my work. It wasn’t that I didn’t know that, but it was wonderful to have, yet again, another reminder. I said, “This is the meaning of my work. “ I have always, no matter how successful I’ve been, remembered that I am here to serve; I’m here to uplift people; I’m here to make a difference in someone’s life. That makes me wealthy. That fulfills me. That helps me do what I believe is my assignment on earth.

I have a statement I always tell people, “I want to spend my life empty handed and full hearted” which means to give away all the bundles of wisdom and learning that I have to people. That will fill my heart. It doesn’t matter how much it’s going to be in my bank account. It matters what’s going to be in the treasury chest of my heart. This is something I think women intuitively understand, Carolyn. How do I go out into the world which is still without question, a man’s world?

Carolyn: Let’s talk a little more about that. I would love your perspective on that.

Barbara: Let’s not pretend...for I honor you for what you’re doing and for the work and for everyone who’s listening, but I’m going to tell you right now I’ve had to work five times as hard because I am a woman and I still do. That’s the way it is. When I began speaking a lot in the personal development circuit, I would be the only woman on a panel of five men. It would Deepak Chopra, Wayne Dyer, and me. For years and years, still to this day, when I was at Seminar of the Century, a wonderful event, a wonderful support to me, I was the only woman and it was a lineup of eight high powered men. It’s very often the case. Even if it’s one or two, it’s different.

I know many, and you know this topic is dear to me, female entrepreneurs, female business owners, female coaches, female therapists who will go to study with a man



thinking that he is going to be able to teach her more about being a powerful woman than a woman can. I find it strange but that's what they do. It's like if you want to become a great poet or artist, going to study with a plumber. I don't quite get it but, again, it's the perceived idea of what power looks like. Those people, many times, will come to me and say "I spent five years with this male teacher and that male teacher, again wonderful people, but I realized my entire style is based on imitating them. It's not working, I'm distraught and I need you." I welcome them with open arms.

It is not an equal world. Women still get paid 80% on the dollar in North America and less everywhere else. That's just the way it is. It's better than when we were all young, depending upon your age, but it is still that way. It will be that way for a while. As women, we need to shift that and support other women as you are doing so beautifully and to ask ourselves, "What does a powerful woman look like...not just a powerful person." You have a gift as a woman. You have many gifts that men do not have. You need to shine and not try to put yourself in a package that somebody else has that's a male package because you will drown in it. You will suffocate.

Carolyn: It goes back to what we were talking about in the beginning. That lack of alignment. It's not coming from the inside out. It's a persona that we've slapped on from somebody else because they were the successful dude that we thought would do it for us.

Barbara: That's right. It's funny because I have a statement, "Don't imitate...radiate." Of course, it goes right with your brilliance. I'm going to imitate this one or even imitate me or you. That's not the point. You need to radiate from within yourself. Don't try to reflect somebody else's light...find yours.

Carolyn: That's a great message. Don't imitate...radiate. Barbara, I can't believe we're getting close to the end of our time. I have time for a couple more questions. What do you know now that you wish you would have known in the beginning of your path as a woman entrepreneur and business owner?



Barbara: Don't trust anyone else to know better than you. I've lost so much money. Once again, just thought that men knew better...I could tell you stories that would curl your hair. Somebody knows, I don't know. It doesn't feel right to me that they say this formula works. Trust your heart; trust your instincts. Don't expect someone to do it for you and not have there be a problem. You have to do the work. I've always worked but I had faith in people and didn't think I knew enough when I was in my earlier years.

The other thing is really keep yourself aligned with the highest. Be very clear, that as you move forward, what you want is to feel fulfillment; that you have done your best, offered your best, grown, changed. One of the problems about this branding idea is that we can outgrow our own brand. I became the big 'relationship love guru' and very successful from it and then I didn't want to do it anymore.

Carolyn: Tell us a little bit about that. You had every measure of success going...TV show, radio show, people swarming to see you and you basically said, "Oh, this isn't who I am anymore." Is that right?

Barbara: It wasn't who I was. I'd written so many bestsellers on relationships and love and sex and kept getting offered the same things to speak about them. It had never been my focus. It had just been what I wrote my first book about. I had always been deeply involved myself, as you know, and interested in transformation and really helping people not just shift their relationship with others but with themselves and with their work.

I had to claw my way out of my own brand to the discomfort and unhappiness of my literary agent and many other people. They wanted me to write another book about sex; write another book about relationships. I said, "I don't want to." When I wrote *Real Moments*, which was my fourth book, one of my favorite books, it was about our relationship to life. I've had three #1 *New York Times* bestsellers in a row and everyone was distraught. It did hit the *New York Times* list, but I had to fight to do it.



When I decided that I was not writing another pure relationship book anymore, I had a lot of people who were not interested in working with me. That's who you are. It's no different than being in a bad marriage where your partner thinks that that's who you are. Nonetheless, that's what I had to do. It's really about being willing to rebirth yourself and rebirth yourself and rebirth yourself over and over again whether it makes you uncomfortable or not because, ultimately, I am the representative of a big corporation called 'spirit' and somebody else was making the decisions. If I'm transferred, I'm transferred! That's the way it is. It's not my company. That's the way I feel. I'm a rep and I like my territory. The product may change and I have to just go with it.

Carolyn: You may get a new directive from HQ and that's just your job. You're fulfilling your assignment. That's great! Barbara, can you tell people what is the best way for them to find out more. Obviously, you have your site www.BarbaraDeAngelis.com. Is that the best place for people to go to find out more?

Barbara: It's actually not. I'm in the middle of upleveling it. You won't find out about most of the seminars I teach there because most of the things are not just open to the public. I find people through venues like this, etc. but the best way to get all the mailings of everything I'm doing and find out about opportunities for free seminars and coaching, etc. is to send an email to TransformationwithBarbara@yahoo.com. We'll make sure to let you know about everything I'm doing.

I have a lot of seminars that are a great way to take a few days and really immerse yourself in my work. The Goddess Seminar is coming up in October and Breakthrough, which is a phenomenal three days of profound transformation of breaking through to new levels for you and a lot of other programs. I do work with people in very intense ways, one-on-one, and have coaching programs in all kinds of things. I would be happy to let people know about what I'm doing.

If this resonates with you, if this way of looking at yourself is hitting something, if it feels familiar, if it's feeling like it's speaking to something that's been happening inside of you and you recognize it, then it means that you're recognizing perhaps



that I can offer you something as a teacher and I would be honored to do so. Just contact us and we will connect and see how I can serve you.

Carolyn: That's wonderful. I want to encourage everybody here. Like I said, when I first met Barbara she didn't even have to say anything, I just knew I needed to connect with her. I have not had one moment of regret. It's not always an easy journey or a comfortable one as you start this deep excavation project of yourself. But the emotional freedom, the spiritual freedom to know that I'm in this process of building a foundation of me that I love and cherish to a degree I never thought was possible before and what I've learned with you and the beautiful groups of people you attract is incredible. Talk about an amazing community to be with! I really encourage people to connect with Barbara and learn more at TransformationwithBarbara@yahoo.com.

Barbara, thank you so much for being with us. This was an amazing conversation. I could go another couple hours but we're going to cut it off now. Thank you so much for being part of the Unleash Your Brilliance Summit.

Barbara: It's my honor and pleasure. Just the quality of what came out is a reflection on you and my wonderful relationship with you. I honor your work and am so happy that all of you are investing in your own brilliance. Don't forget, there's nothing missing inside of you; you just need to get some of the things out of the way so that the movie of your life can really be amazing Technicolor.

Carolyn: High definition! Thanks so much, Barbara.