



# **Unleash Your Brilliance Summit Interview**

Carolyn Ellis

and

Fabienne Fredrickson



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### Carolyn Ellis and Fabienne Fredrickson

**Carolyn:** I am delighted to welcome to the Unleash Your Brilliance Summit one of my expert panelists, the creator of the very powerful Client Attraction system and business expert, Fabienne Fredrickson. Let me just start out by sharing a little bit about you with everyone.

Fabienne is a truly masterful coach. Her specialty is in helping small business owners and entrepreneurs to put in place systems and practices that allow them to attract clients effortlessly and easily. She knows what she's doing because she's done it herself using the very principles that she teaches. Fabienne actually went from a mediocre private practice to one that was absolutely bursting at the seams in less than eight months. Then, not content to stay at that level of success, she did it again with a second practice a year later and, again, filled it to capacity in less than eight months. Last year, which was one of the most challenging ones that we've had economically in a long time in this economy in the world, Fabienne actually took her business well over the seven figure level. Fabienne is a fearless leader. That's what I say about her!

On the official side of things, she is also the founder of ClientAttraction.com, creator of The Client Attraction System which is the most complete one-on-one client attraction training program for private practices and small businesses, she is a widely respected expert on marketing for small business, and she is known for combining a unique blend of innovative, no fluff strategies that actually work, and she has endless compassion for small business owners. To have that blend is one of the reasons why I wanted to invite her to be here.



Fabienne, I just want to share with everyone. One of the things for me that's so special about having you as one of my panelists is that we've had the pleasure of being able to work together as mastermind members for a number of years. I just want to say, so that everybody knows, I think that your insight is so astonishing and everything that you offer to us when we're around that Mastermind circle together, it's just like gold. What I really appreciate about you is your quick mind. You can whip out and create a solution to any kind of problem, but your heartfelt compassion and your commitment to making a difference in the world is so clear. I feel it. Everybody in our group feels it and your clients and your family and your friends feel it as well. I just want to say that it's such a privilege and an honor to have you here to be a part of your world and to invite you into mine in this way.

I remember that moment a couple of months ago when we were at our mastermind meeting and I was sharing with our group that I was going to create this Unleash Your Brilliance Summit. It was like at that moment, almost like a telepathic thing, I looked at you and you looked at me. It was like I was saying to you energetically, "I want you to be part of this" and you were looking at me saying, "I want to be part of this."

**Fabienne:** I remember when you first talked about the Summit, I thought "Brilliant! This needs to be done. You absolutely have to do this." I am so honored to be part of it. Thank you for all the kind words. I should talk to you every day!

**Carolyn:** The other thing that's really cool about you is, and just so everybody knows it, it's not like you lock yourself up in a box and you do this. You are doing what you do in the world. You're working now with your husband in your business and you have three young children. I know you just recently had your third. Dynamo! Welcome!

**Fabienne:** Thank you! I believe that. I think that's going to be a theme to what we'll probably end up talking about today but that living life like you mean it, right? And not crawling under a rock playing small but how good can you have it?



**Carolyn:** I love that phrase...live life like you mean it. When did you notice that became an important mission statement or mantra for you? Do you remember when that sunk into your bones and you said, "Oh my gosh, this is what it is for me!"

**Fabienne:** I started using that phrase probably about two years ago, but I've been living it for a very long time, for as far as I can remember. Do you want me to explain a little bit about it?

**Carolyn:** Yes. It's part of your personal journey. It's how you live your brilliance.

**Fabienne:** I might get more personal than I may have ever gotten but I think it's important. I didn't have the easiest childhood. By far, not as bad as a lot of people, but I remember growing up in France with a French father and an American mother. When I was there, I was the American girl and when I would come here to the U.S. to visit, I was the French girl. There was always this not feeling really accepted, not feeling like I ever really belonged anywhere. I think that created a lot of self doubt and questions and things like that.

There was a big divorce between my parents and I moved to the U.S. without my father. There was lots of stuff along the way that really took a hit on my self esteem and my confidence over the years. My mother's tragic accident and death when I was young made me realize "Wow, things can change like that on a dime." You could be part of a four person family and then be separated. You can be in the comfort of a school system with your friends and be ripped away from it and brought to a new country where you have to learn a new language and have to fit in at an age when kids aren't the nicest, shall we say. And then, have a new reality created for you when your parent dies.

**Carolyn:** How old were you when that happened?

**Fabienne:** I was eight when my parents divorced and ten when we moved here and it wasn't a pleasant move. My dad didn't know, there were police cars involved and all that. I really am sharing a lot more than I usually do. I was twenty when my mom passed. It made me realize that things can shift and things can be taken away from you at a moment's notice. You really must enjoy every moment and really be in the moment



as much as possible. Really live life like you mean it. Without sounding gruesome, it could be over tomorrow, in five minutes.

**Carolyn:** I agree with you. It is so important that we don't take anything for granted. I think that's where a lot of us fall asleep, we take our relationships for granted, we take our business for granted. It's a sort of passivity and falling asleep which is really shifting and breaking open right now and part of the reason why I wanted to have these kinds of conversations with people. I really appreciate you being so open and vulnerable and personal in what you've shared because that's a huge ingredient to give to people. Live life like you mean it. It's not just a platitude. It's an energetic imperative for you.

**Fabienne:** It's an imperative and it's the reason why I became an entrepreneur. I realized that when I was in the corporate world I was in this rat race. It never felt like it was filling my soul. There are people who are wired for corporate and I'm certainly not wired for corporate. This lack of fulfillment made me really question whether I belonged in corporate and then the universe cranked up the heat under me and made it like a hot pan. I had to jump out of the corporate world and into self employment. I chose to leave. Things weren't rosy because I could tell I just wasn't satisfied and not giving 100%.

I decided to open my own private nutrition practice after having gone to school evenings and weekends. If I was going to live life to be really meaningful, I had to be doing something during the day that would fill my soul and to be of service to others.

That's where the whole Client Attraction came in because I didn't know how to attract clients in the beginning even though I'd been in the corporate world doing advertising, marketing, and sales. It's totally different when you transition to having your own business. People can read the whole story at [www.ClientAttraction.com](http://www.ClientAttraction.com), but the very short version is that I created my own client attraction system because it wasn't available anywhere. I created it for myself and filled my practice very quickly. I stopped doing nutrition and I've been teaching this Client Attraction system for ten years.



It ties right into this living life like you mean it and really living your brilliance, unleashing it because, for me, it felt like I was being inauthentic and living under a rock. You know what I mean? Self employment is the fast path to personal growth and development, if you ask me, because you must dig deep within to see what you have, to grow it, and to blend in your purpose and make a difference in the world.

**Carolyn:** I absolutely agree with you. I did some work on Wall Street but when I moved back to Canada, I was in the government and then I was working in fundraising so it was very much like a corporate/educational kind of setting where this idea of who you are in your job is great and you want to do a good job, but when I took that jump into being an entrepreneur it really became clear to me, “Oh my gosh, I am my business. My business will only grow to the extent that I am willing to grow myself, to really expand and receive the clients or the money or the difference I can make.” I got how strong a connection this path of entrepreneurship is to your own growth and how much you’re willing to stretch and be uncomfortable. If you are, guess what? Your business will then become a reflection of that. You definitely cannot live under your rock and hope that all the answers will be handed to you if you’re being an entrepreneur.

**Fabienne:** In the beginning, I had a nice little business where I was trying to make \$3,000 a month. Each time I wanted to make more money in my business I noticed that I had to go within and not just do things differently on the outside, but do things differently on the inside. Now, I teach that as part of my marketing and mindset teaching because they go hand in hand. They cannot be separated. I talk about the outer game of client attraction which is all the marketing and the systems and the business models and things like that.

I also talk about the inner game of client attraction. What I mean by the inner game is that you can market until you’re blue in the face. If you have self doubts and fears and beliefs that are not serving you underneath the surface, you can keep marketing and wondering why it’s not working until you clean up, what I call, the gunk and the sludge inside.



You cannot move forward in your business in terms of a quantum leap. Part of my process has been to double my income over and over again. It wasn't easy. It was about being brave enough and courageous enough to look inside. You've seen me in my process really digging deep to clear and being honest with myself to shine the flashlight where it's been dark before and to clear that gunk and unravel some of the fears and some of the resentments and some of the beliefs and all that stuff...and it's not over. It's a process. There's no such thing as inner game nirvana.

**Carolyn:** Yes, there's no "Hey, I'm across the finish line! Now I can just go and hang out on the hammock!" I want to talk with you more about this inner game and some of the stretches and shifts that you've been able to make because it absolutely has had huge radical impacts on your business, and it continues to do so from one year to the next.

We're here at the Unleash Your Brilliance Summit and want to just hear from you. What does the word 'brilliance' actually mean to you? If you were to define it, or your sense of it, what comes up for you?

**Fabienne:** Brilliance for me is about not hiding. It's about accepting your purpose and saying 'Yes!' Many people don't say 'yes' because it scares them. It means playing really big. What I mean by playing really big is that we all came here with a bunch of life lessons and a big life purpose to fulfill but it's a choice. You can decide that you want to play big or you can decide to continue crouching down and playing small.

So many people do this in their business. They take the big leap to open up a business so they can be of service and play big and they keep themselves really small. For me, when you say brilliance, it means shining. It means being a winner. Winners and people who take chances...they are people who do things differently than others. Winners are people who take a no excuses approach to getting what they want in the world. I don't mean getting like in a greedy way...let me take away from somebody so I can have more. It's about having a no excuses approach with yourself and creating what you want in your life. A really good business that helps many people in the world, that brings in really good income so you can live a delicious and yummy life. If that means having your Maserati parked outside then



so be it. If it means having another child then perhaps that your version of winning. Brilliance is about a kind of opening up your ribcage and letting your heart really shine and letting yourself be seen in all of your magnificence.

**Carolyn:** That's great. Nice and juicy. Thank you so much! Let me ask you my next question. I know you work a lot with men and women, but what do you think are some of the challenges that women, in particular, face when they create a successful business? Maybe there's an example of a challenge that you face yourself that you may want to share. How did you overcome that? It seems, for me, that women and men are dealing with some slightly different issues. I was wondering if you could address that?

**Fabienne:** I attract mostly women. Probably 95% of my clients are women. It's not because I only market to them it's just by virtue of who I'm attracting. Beyond the fact that they need the right marketing tools because I believe that's absolutely instrumental in building your business. If you don't know what you don't know about marketing, you can't really do much. Beyond that, when it comes to the mindset part, it's about really looking at where you're holding yourself back. I think a lot of women hold themselves back because of feelings of inadequacy and feelings of deserving. This has been a man's world for a very long time. The shift is happening now. We're going from competition to collaboration. We're going from greed to love, if you will. To really be able to play bigger as a woman the challenge is looking inside and recognizing your brilliance and embracing your magnificence and really stepping out there and doing things differently. Be willing to do more. Be willing to put yourself on the line and really be authentic and seek your truth and live your purpose.

**Carolyn:** What are some of the ways that you live in your brilliance on a daily basis? When you wake up tomorrow, what are some of the practices or approaches that you use to keep yourself in this path of brilliance that you have opened up for yourself over the years?

**Fabienne:** One of the ways that I do that is that I try to remind myself on a daily basis that it is about service. I really want clarify that word 'service' because a lot of people equate service with servitude or being a servant. I'm not talking about that. I'm talking



about being of service and I believe everyone of us is here to be of service and love to others. To remind myself to live this brilliance on a daily basis I say, “Fabienne, you are here to service people. It’s not about accumulating wealth.”

The ironic thing is the more you are of service to people, the more people you touch, the more wealth you bring in. Look at Oprah, for example. She speaks to ten million people every day. She is the embodiment of one type of person who is of service over and over again. Because of that, she is well rewarded. I remind myself of that. I look for ways to be of service.

It’s really about getting back to listening to the inner guidance. What am I being asked to do here? What is the situation that I’ve just attracted? You attract situations all day long that either have you be of service or have you take. Those are some of the things I really listen to my inner guidance around and then I act appropriately. Hopefully, I act appropriately. We all slip sometimes.

**Carolyn:** Then you get to go back to your question, “Gee, what have I just attracted here?” Then you get to get the next piece out. Let me ask you about that. I really am glad you pointed out about that word ‘service’ because I think it’s becoming more and more part of water cooler conversation. I think you’re absolutely right that sometimes people feel like, “Oh, service, that’s all about giving yourself away and selflessness and jumping to the demands of other people and losing sight of yourself in the process.” You just had your third child. Your kids are really young and I know as a mom of three myself and a woman that is a challenge that we have to find that balance point between our natural inclination which I think is to be the nurturer, to be of service and support others, and we kind of forget to put ourselves on the priority list of people you love that require your service. Do you ever run into that yourself and, if you do, how do you handle that?

**Fabienne:** I’ll give you an example as a mother and then I’ll give you an example as a business owner. As a mother, I remember with my first child, Claire, people were really surprised that even when she was very small we would travel a lot. We went Paris and I think Claire had gone to nine states within her first six months and within her first year we had gone to Mexico. We would go out to dinner with her in the stroller



and people were very surprised and would say, “Wow, you’re doing so much with her.” I’d say, “Wait a minute, this is my life too. I’m not bypassing my life because I have a child.” Obviously, it’s a little different when you have two. But still, I saw you on the road quite a bit last year. We’d go to Las Vegas for this thing or Palm Springs for that thing, but many times we would bring the children. Why? Because this is our life, too. This is about not having people walk all over you. You don’t give up your stake on your life. It’s still about living my life like I mean it even though I have this beautiful family that I just love spending time with. That’s one example in terms of not forgetting that I’m there in the process, too in my personal life.

In my business life, there are some times when I have to take a hard stand with a client, for example, who isn’t honoring their promise to themselves, to play bigger. Where I have to champion them and that sometimes means saying, “Hey, you agreed that you would do these assignments.” I don’t do this all the time, but it just reminded me of an example that happened recently where the person was ready to give up on themselves and, in the process, wanted to give up on our agreement. In the past, I would probably have let that person walk all over me. Being of service can also look like championing someone to keep their word to themselves and to you. Does that make sense?

**Carolyn:** Absolutely. That’s actually a great point. You are really being of service. It may not feel like that to that person at that moment, but what you modeled there was self respect. What you modeled was integrity with agreements that we make. What you modeled was really asking for what you want. That person just got a huge value out of that conversation with you.

**Fabienne:** Right. It’s about personal responsibility. It kind of all comes down to personal responsibility. If you think about it, beyond how it said in movies like *The Secret* or stuff like that, we do create our own reality and our own existence in every instant, in every now, now, now we have a choice to go down this road or infinite number of roads. It’s in the choices that you make that you create your life. In every choice and every nanosecond you create your life. That means that you can absolutely turn your life around in nanoseconds. Many people don’t realize that.



In your business, if you don't have enough clients you can change that in a nanosecond because of what you choose to focus on with your thoughts and beliefs. You can change your beliefs. They're like habits. They can be changed instantaneously, if you take a no excuses approach.

Also, in your behaviors. If you begin to act differently in how you market by marketing more or marketing differently or marketing to a different group, you can absolutely change your business instantaneously. That means you can absolutely change your income instantaneously and you can change your personal relationships, your appearance...you can change everything about yourself. Everything comes down to personal responsibility.

We are taught, especially in this culture in the U.S., to let go of personal responsibility and to blame and to put the responsibility someplace else. Many people take a victim approach to living their life. You are ultimately responsible. When you get that and, that was a big turning point for me in terms of my relationships many, many years ago, in terms of my debt and my finances because I had a big avoidance and denial around my finances so they kept accumulating. The debt and taxes not being paid and stuff like that...I'm well caught up now, I assure you. That was many years ago. Clients and money...it all goes down to personal responsibility. The more personally responsible you are for your life, the more you can create brilliance in your life.

**Carolyn:** That's great. You've done some pretty amazing things in your business. We talked a little bit already about some of the remarkable success that you've had. And, you keep doing it over and over again in very short periods of time in terms of things like filling your practice really fast, doubling your income and then just doubling it again, but do you still get those moments with that fear and self doubt where it kind of comes up and gives you a little bite in the derrière?

**Fabienne:** Totally.



**Carolyn:** What do you do when you get those moments? That's a comfort to hear...everybody gets those moments. What do you do in those moments when you're not feeling so darn inspired or brilliant?

**Fabienne:** I think it's a fallacy. If somebody tells you that they don't have those moments, they're not being really authentic with you. We're human and we go through different moods and different experiences. Being in life is about having a mirror put in front of you every single day to have you learn the lessons to evolve in your humanity. It's impossible for a person not to experience moments of highs and lows and doubts and fears and disappointments and, of course, moments of complete connectedness to the universe or spirit or God or whatever you want to call it. It's faith and gratitude and joy and then you can vacillate between the two which really means you're vacillating between being a spiritual person in a material world and then battling that with the ego which is always trying to keep you down and keep you not connected to spirit. I vacillate. I think everyone does.

The way that I get back is in very simple ways. For example, I just break out my journal again and I start to journal. I go back in my library of universal principles and spiritual principles and understand that, "Oh my gosh, yes, yes, yes I can change that fear into faith immediately. I can go from resentment to appreciation." For me, the whole journal thing is about being able to put my thoughts on paper so that it's not swimming in my head as much and really parking it someplace. It's also a way for me to be really introspective and say, "Okay, where am I not being truthful here with myself or with others?"

I'm a terrible liar. I don't do it well because you could see it a mile away. There's this way that sometimes you're not fully truthful with yourself. You've heard the term 'speak the truth and the truth will set you free.' I didn't understand that for years. In fact, I was annoyed by that. I couldn't get it. What does that mean anyway? Until in the last couple of years when I got really truthful with myself around why I was experiencing certain things and decided to speak the truth about it to myself and others if need be. Then 'poof' the thing would go away. It would no longer have a hold on me. Little things like using a journal, going to my library, and going back to a place of faith.



I have this mantra that I have in my office and I put it up on the wall. It says 'I am positively expecting great results no matter what I see in front of me. The universe is rearranging itself for my best interest right now.' When I doubt something that's going on or I'm in a place of fear, I just go back to that place of faith and that place of positive expectation...going back to the universal principles.

**Carolyn:** What I want to point out is that I know you're brilliant at systems. You have this structure and these practices already right there in place. I think a lot of people don't realize how helpful it would be, in case of emergency, here are the first three things I need to do. For you, it's to sit down with your journal now. Next step, find something to read that inspires me and fills me up from the inside and helps move some of this anxiety or fear out. I love sending that intention out...I have to get to this place of faith and to have that mantra staring you in your face right there in your office. Beautiful.

**Fabienne:** Absolutely. I didn't realize as you did that these are systems but they are right here within arms' reach in case of emergency.

**Carolyn:** In case of extreme self doubt and fear, pull this out of your top drawer now!

**Fabienne:** Little things like really getting back to a place of laughter and of feeling good. Sometimes it's playing with the kids and sometimes it's watching a movie. I have this list of jokes that I always laugh at. So, I can pull out that sheet. Like I said, you can change your existence in a nanosecond based on what you choose to focus on and what you choose to let into your existence. If you don't like what you have, then change it. I know it sounds overly simplistic, but its nature. It's very simple. A blade of grass does not struggle to grow...it just does.

**Carolyn:** We talked about what you do with this fear place, you're feeling off-center and getting back. People are in that transition, that evolution and I think a lot of people are leaving corporate and thinking about starting their own business. There are people who started their own business and it's not quite working. People who have a business that's working and they want to have a bigger impact with it. There's always this place of a gap...where I am now and where I would really want to be.



How do you bridge and manage that gap for yourself? I know you are always doing that. When we come together in our mastermind group you'll say, "I have this idea for a great next step" and you step into it and step into it and step into it. How do you handle that gap for yourself?

**Fabienne:** A couple different ways. To be honest, sometimes it takes me a while to go from the idea to fully embracing that I can play that big. I think it's important to be honest about that.

Sometimes its like, "Oh, I have an idea" – boom...take action. Sometimes I have an idea, "Wow that is really big. Can I really do this?" and then dealing with the feelings of "Can I really play that big? Can I handle this? Who am I?" Not every time, but when we're playing really big and there's that.

Then, there's the, okay, once I've gotten past that, which may be only a day, becoming the problem solver. Who has the answer to this? Who can I hang out with? Who can I choose as a mentor to help me get this done quickly? This is what I now do for others.

People will come to me who have an existing business. They are looking to really grow it in terms of being able to work with many, many more thousands of people or taking it from five figures to six figures to multiple six figures to over the million dollar mark. You cannot do it alone. Now, I mentor those people but that's because when I'm looking to really step in big, I know by now that I can't do it on my own. I belong to several mastermind groups. I always have at least two very high level mentors. Anyone who tells you that they do it on their own, I don't think they're being truthful. Everyone that plays really big in the world has mentors, has mastermind mentors, has support.

Here's what happens. If left to your own devices, the big idea will not stay a big idea for very long because you will probably go back to your old way of doing things. When you put it out there to someone or to a group of people that you are doing something, they keep you seeing yourself as bigger than you see yourself. That's why you and I continually get together because we hold that picture of each other.



With my students, I call it ‘stretching the slinky.’ If you put the slinky down on a table horizontally, not vertically, and you put one hand on top of your head it’s going to be impossible to stretch the slinky horizontally with just one hand. You can’t because the slinky will keep wanting to close itself and be small. You need another helping hand to stretch the slinky and keep it stretched. I illustrate this in my workshop. If you want to play really big, you can’t just have the idea, you need to stay stretched. You cannot stay stretched without the help of others.

**Carolyn:** Beautiful! I’m going to grab my kid’s slinky and see that. I know it’s true but you’re absolutely right to surround yourself with like-minded and like-spirited people. I guess the thing, too, is that we sometimes underestimate. When we go off and isolate and want to do it all on our own...be the super hero who’s going to create her own business all by her lonesome, we’re missing so many opportunities not only for our own growth, but to contribute to others. We’re ripping them off and we’re ripping ourselves off because there’s such a beautiful synergy.

One thing I’m happy to see is how much more openness and willingness, as you talked about before, this shift of going from the competitive dog eat dog ‘I have to get mine first otherwise somebody else is going to get it’ to this collaboration. To the creation of things that are beyond what you as an individual could originally even see for yourself. Have yourself surrounded with those loving mirrors who will hold you and support you and stretch you even when you don’t feel like getting stretched to your brilliance.

**Fabienne:** Sometimes you might be really ticked off that somebody wants to stretch you bigger than you feel like being stretched right now. In the end, do you want to have a mediocre life or do you want to have, as I call it a magnificent yummy life, and you may call it a brilliant life. Do you want a vanilla life or do you want a life in color? It’s your choice.

**Carolyn:** Let’s talk a little bit about this shift in going from competitive to more of a collaborative with people working together. I think it’s really becoming apparent that people who are authentic, really heart centered, have integrity. That’s the kind of people that people want to work for and to pay for their services and continue



working with them. People who are kind of in and out for personal gain, there was such a huge shakedown economically last year, I think that showed us that. Short term expediency just doesn't cut it anymore.

What kind of role do you feel that women entrepreneurs might have to play and what is going on right now, both in terms of this economic and this spiritual shift that we seem to be experiencing right now?

**Fabienne:** I think it's huge. I think it's all about women right now. I don't mean this in any disrespect to the men on the call or men overall. It's about the feminine and it can be seen in men, too. For example, a man who is not greedy and competitive but who is open and flexible and collaborative and stuff like that.

It is all about that collaboration. We're going back to love. The Enrons of the world, just looking politically about the kind of president that we have in the U.S. now compared to the one that we had before...no matter where you stand on the political line, there is this shift into being more of a collaboration now. There's this shift in consciousness. You can see it everywhere. Just the fact that universal principles are more accepted now. The movie, *The Secret*, maybe a few years ago that wouldn't have been as popular.

I feel like there's this hunger for people to want to be in more of a co-creative, collaborative, and less alone way in the world. As you mentioned, we women are nurturers. It is what we do. It's that connection. It's all about that now. The role is huge. That's probably why you're seeing so many more women get into the marketplace and opening up successful businesses. The people I 'hang out with' are all business owners who are into the multiple six and seven figures. Yes, it's by virtue that we have things in common, but you're seeing more and more of them. What I'm also noticing is their spouses are now coming into their businesses. Like my husband.

**Carolyn:** I'd love for you to share a little bit with us about that. I was with you when you were saying, "Derek is so great. I wonder if he would come in and work with me in my business?" That's been about a year now?



**Fabienne:** Yes, exactly a year.

**Carolyn:** Tell us a little bit about that experience of the collaboration that you and your husband are now creating in your business?

**Fabienne:** We actually have a full 45-minute video at [www.workingwithyourspouse.com](http://www.workingwithyourspouse.com). We're now teaching others how to get support from your spouse, and I don't mean just financial support, but emotional support in your business and really bringing that person on board to support you and then, perhaps, eventually for your spouse to quite their corporate job and come and run the business. That's what happened with Derek and me.

A couple years ago I started talking to him, "Wouldn't it be great if we could both be virtual? We could live anywhere if we didn't have to be tied down to a particular area. Wouldn't it be great if we could just be together?" We happen to be this couple who likes to be together all the time. I know some people want a break from each other but we just enjoy each other's company a lot. You know Derek, so you know. We started talking more and more about it. It became clear that he wasn't as fulfilled in his corporate job in finance and banking even though he was making very good money at the time. While people were being laid off left and right, he chose to walk away.

At first we did it part-time. He worked two days at ClientAttraction.com and three days at the investment bank. I told him, "Listen, be careful because once you taste self employment, you're never going to want to go back." Within two months, he gave notice at the bank. For a year, he's been learning the ropes here. Now, he's running the company, he's starting his own coaching arm of the business, he runs the mastermind groups with me, he does absolutely everything for the business. Working together has been so awesome. We live this entrepreneurial family lifestyle...it's so great.

**Carolyn:** Congratulations on that. I love that you are teaching what you know and what you know will make a difference for other people. So, [www.workingwithyourspouse.com](http://www.workingwithyourspouse.com) is where people can go to see that?



**Fabienne:** Yes. We did our regular marketing workshop and we tacked on a day at the end of it and it was Derek and I ‘unplugged.’ We got really real a couple times. There were a few tears here and there, but we talked about the frustrations, how we had to get over a lot of the communication issues when we were first starting to work together, who was going to do what, and how we make it work now. It was one of my favorite things I’ve ever done and we’ve created a product out of it.

**Carolyn:** I’m sure you were good at handing him a Kleenex box when those tears came, right?

**Fabienne:** Right!

**Carolyn:** Fabienne, what do you know now that you wish you would have known at the beginning of your journey when you started your business? You’ve been doing this for a number of years now and, looking back, what are one or two things that you say, “Gosh, if I’d known that then...”

**Fabienne:** When I first started my business ten years ago, I thought I had to look a certain way, sound a certain way, and be a certain way to be accepted. I had this mask. It’s not until I started being more of my authentic self in my business that the flood gates started to really open.

Again, to mention Oprah, I heard her say once that when she was first in broadcasting, she was just trying to be Barbara Walters. She was going to act like her, ask questions like she does, and just be a different version of Barbara Walters. I was trying to do that in my business and it wasn’t until Oprah began being her real self that she started to grow exponentially in terms of her reach. I feel that’s the same thing that happened to me...really being myself.

Then, there’s the whole personal growth and development work...forgiving myself, loving myself, rebuilding my self esteem. If I had been more open to that in the beginning, I would have struggled less in the beginning and really fast tracked. I think also just finding mentors, working with role models, playing a bigger game, and really working with people who would stretch me to be a bigger version of myself. If I had done that in the beginning and invested in myself in that way, I would have reached the big levels of business five years ago as opposed to ten years later.



**Carolyn:** It would have dramatically changed your learning curve.

**Fabienne:** Notice that all of these things have nothing to do with marketing. Everything I did then has all to do with personal growth and mindset and stuff like that.

**Carolyn:** It's like if you want to build a skyscraper, you can't build it on a foundation that intended to hold a one room log cabin. You could try. It's going to fall down. It's going to crack and it may hurt a number of people in the process. It will be a waste of time and money. Getting the right foundation in place and making sure it's big enough and deep enough and strong enough. You're right, that's what will allow those great strategies and tools and tips and the stuff that people like to talk about...that will make it stick. But until that emotional foundation and the spiritual understanding of what is my purpose? Am I really here to make a difference? Is that something I was to choose to live into every day? That's when the magic starts to happen.

**Fabienne:** You get confronted often with "are you sure you want to fully live your purpose?" You are being asked to stretch more and more and more. Then, after a while, and this is my experience, you get really used to being stretched. You get used to the discomfort so much so that you're comfortable with the discomfort because it means that you are alive. It means that you're not living that vanilla life. You are really fully alive. I'd rather feel this discomfort than be a couch potato watching TV all day long, stuffing my face with no connections. I'm not judging.

**Carolyn:** Those are the clear choices that you are making. You make me think about what if we started our day, and I think a lot of people do start their day, with what's coming at me today? What do I have to do today? Rather, how about waking up and saying, "Where's my stretch today? I wonder where it's going to show up. I welcome the stretch." It's like, "Oh my gosh, this is uncomfortable" and say "I'm stretching for something big. Am I going to resist it? Twist my slinky so it doesn't fold up again or what am I going to do?" That is really true.

One thing you've done is like you've gone to the gym. You've been through that process now so many times, you know what to expect, you can move through it



quicker. It's not like it never goes away but your ability to move through it quickly and with more grace and flow and power at the end of the day is really clear.

**Fabienne:** What you notice is each time you stretch yourself to get to the next place, it's like "Here it comes again." Here's all the self doubt and the fears, but because you've been through it over and over again, you're like "Okay, bring it on. I'm going to walk right into it." It's drastically shortened.

**Carolyn:** One thing I love to say to my clients is "If you're not feeling that discomfort or you're not feeling the fear, it's probably not a big enough stretch. Look deeper."

**Fabienne:** I heard a similar thing that says, "If you're not living on the edge, you're taking up too much room."

**Carolyn:** That's great. Fabienne, I know we're just about out of time here and I would love for you to share with people, again, how do they find out more about you? Where should they go? Tell people how they can connect with the fabulous Fabienne Fredrickson.

**Fabienne:** The best place to go to find out more is [www.clientattraction.com](http://www.clientattraction.com). If they're interested in growing their business with both the marketing and the mindset, there's a free CD on [www.clientattraction.com](http://www.clientattraction.com) that you can get. It is very free. I'm also very active on Twitter. Look for me @ Fabienne. I also have a Facebook fan page, I guess that's what you call it. I post a lot of content there, a lot of videos, a blog, and there's all this stuff.

**Carolyn:** People should absolutely go to [www.clientattraction.com](http://www.clientattraction.com). Your free CD is fantastic. I read it. I've used it. I've applied it. It's brilliant. You're weekly ezine that you put out. I've been on your list for I don't know how many years. It's one that I always read.

**Fabienne:** I hear that from many people.

**Carolyn:** It's well worth reading because it's just so fresh and so real.

**Fabienne:** I'm glad you like it. I believe in high content, high value. That's how you keep people's attention. In everything we offer, it's high content, high value.



**Carolyn:** Fabienne, just to sum up, if there was one single gem of wisdom that you want to pass on to people who are listening here at the Unleash Your Brilliance Summit, what would that gem be?

**Fabienne:** It would be to take a no excuses approach to really living life like you mean it. Living life full out. A no excuses approach to creating the business you want, the life that you want, the income that you want, and the relationships that you want. It's all about taking the right action. If you eliminate the excuse, you can take the action and change your life.

**Carolyn:** Thank you so much, Fabienne. I really appreciate you being part of the Summit and sharing all the amazing insight and wisdom that you have with us today.

**Fabienne:** I loved every moment of it! Let's do it again!

**Carolyn:** I'll mark you down for that. Thank you so much!