



Unleash Your Brilliance Summit

Interview

Carolyn Ellis

and

Kendall SummerHawk



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Carolyn: I am so excited to welcome to the Unleash Your Brilliance Summit one of my expert panelists, the award winning, sought after small business expert, Kendall SummerHawk. Let me just share a little bit about Kendall with everyone and then we're going to dive right into our conversation.

Multi-million dollar marketing coach, Kendall SummerHawk, delivers simple ways that entrepreneurs can add multiple streams of income to their business so they can quickly move away from that dollars for hours work and fill their soul's divine purpose by successful and authentic business. Kendall passionately delivers her unique money, marketing, and soul message so that you can deserve to be financially successful by fulfilling your soul's purpose through a thriving business and that making money is actually part of your spiritual path.

Kendall is also the author of the award winning book, *Brilliance Unbridled*, and she's also the author of many amazing bestselling information products such as *How to Charge What You're Worth and Get It*, *7 Money Mindset and Pricing Strategy Secrets*, *How to Add 6 Figures to Your Business Practically Over Night with Lucrative High End Platinum Style Coaching Programs*, and so much more. You can learn all about Kendall and her services at www.KendallSummerHawk.com.

One thing I really appreciate about Kendall is that she is definitely a woman who walks her talk. Her business is that perfect model of creating that high income and the romantic lifestyle that includes lots of free time. She has an amazing group of beautiful horses that she loves to ride. She has a wonderful husband, Richard. Her family and friends are in Tucson, Arizona which is the beautiful place where she lives.



I had the pleasure of meeting Kendall a couple years ago at an event. I thought, “Wow, this lady is really cool. She has the whole horse thing happening” and it really spoke to me. Then, a little bit earlier, Kendall, I’d been on your list for a while and you started to offer something called The Money Marketing and Soul Coaching Certification. It really spoke to me. I love how much of a visionary you are that you decided to create this very unique and specialized training. I’ve had the pleasure of being trained by Kendall and working with her and the group of people that she attracts are just amazing. Kendall, your authenticity, your grace, and your ease really spoke to me and I’ve just been so honored to work with you. You have this beautiful way that you just weave together the heart and soul and you create massive results really quickly. I know that I have certainly experienced that since I’ve been doing your work and offering that as part of the services that I give to my clients in Brilliance Mastery. I want to thank you for the amazing work that you do and for really being a model for me and for many of us of that heart centered, soul based successful entrepreneur who can also make powerful decisions, take action quickly, and make a huge difference in the world as a result.

I want to thank you so much for saying ‘yes’ to being part of our Unleash Your Brilliance panel.

Kendall: You are so welcome. I am just beaming listening to that. That’s great. One of the things I love to do every day, Carolyn, is give a gift. I can talk more about that later on with some other questions that you’re going to ask me, but I look every day to give a gift but also to receive. I’m just soaking up what you said and say thank you so much and just letting myself be filled with gratitude.

Carolyn: That’s great. That’s a really good message even just to start our talk with. Take that moment to really receive because there’s so much coming our way...abundance, acknowledgement, connection with people. I think that is a mistake that some of us make is getting caught up in the ‘busyness’ and the ‘doingness’ and not just pausing to let just let it infuse you and lift your energy and keep you going.

Kendall: I’ll talk about this more in our conversation because I love the way you just said about ‘infuse you.’ It’s a huge part of my life on a daily basis. I really had to learn



how to do it, to receive, and I think it's a real feeling on the part of a lot of women that they just give and give and give and they love to help and they love to service which is awesome. But, you can't empty your cup without filling it back up. A little later I'll tell you a story about how I taught myself how to receive.

Carolyn: Why don't we start off at the beginning. Tell us a little bit about your personal journey because I know it's been a really interesting one. What was it that has really inspired you to do what you're doing in the world today?

Kendall: I knew you were going to ask me this question and it really set me back trying to think about it. When I look back at my life, there's been so many places I can say that right then is really where something happened or I got inspired...different points in time.

I remember being fourteen years old and writing my first business plan. I don't know if I ever told you this. I wrote it with notebook paper and pencil...I was fourteen. My first business plan was to buy the property next door. I had horses then and it was to buy this empty lot and turn it into a whole horse breeding and training facility. I had my colors and my logo and the name. I wrote it all about how it was going to be. I didn't even know this was a business plan. I just knew I had this vision. I had this dream of what I wanted to create and I wrote this out and I gave it to my uncle who was a businessperson at that time. He just laughed and threw it away. He didn't take me seriously. I wish I had that piece of paper now. Wouldn't that be great? It says a lot about my mindset that I can go do this.

Even when I was twelve, I started selling flowers on the street corner. After two days my mom pulled me off that. She said I couldn't stand on the street corner and sell flowers. She said she wasn't comfortable with that. Again, you hear that word "entrepreneurial." It wasn't fast food or something like that. It was entrepreneurial. I think that's been the big thing for me. My mom has always been self employed and you had the pleasure of meeting her. She's phenomenal. She always taught us to work for ourselves. She'd say, "That's what you need to do. You need to have a skill that you can pick up and go anywhere with and you need to work for yourself." She really taught us to be creative.



I have a brother who's a year younger than I am who actually works for me. I want him on my team. He's on my payroll. We're both just really creative people. When we were little and we'd be bored and whining and say, "Mom, I'm bored" she's say, "Go make something. Go create. Go make something or go read a book. I don't want to hear you whining. You need to go make something." So, we were really influenced to be creative and to be productive. That really made a big difference for me in my life.

As an adult, once I got past the waiting tables years, which actually lasted many years, and I think everybody should wait tables at least once in their life, I ended up working for a number of different startup companies. I worked in the computer area which is so weird to think of now. I was actually a computer programmer in my early 20s. I wasn't very good at it. It was the people part and the project management and creating and designing software...that's what I was really good at and in getting things done.

When you look at the history there, Carolyn, of working for these different startup companies, they weren't my startups, they were other people's. Some of those startups went belly up and bankrupt. At a very young age, in my mid 20s, I actually had the experience of going through companies going bankrupt. Thankfully, they weren't my companies but all of that was invaluable.

I think what happened for me was that after working for startups and all the ups and downs that comes along with that territory, I reached a point in my early 30s where I said, "Oh my gosh, I want some security." So I took a job at a very large health care clinic running their whole computer services division. I did that for five years and I got so bored and so restless. I could do that job in my sleep. The fact that I was there for five years just amazed me that I could stick it out that long.

I really felt in that time, that calling kept speaking to me. There was this feeling of restlessness and that voice inside me saying, "You are supposed to be doing something else, something more important, something more impactful." It took a while. It wasn't overnight, but I really listened to that voice and it was really just a question of what is it going to be, not am I going to do it.



So, for those of you listening who maybe you're just thinking of starting a business even or you have your business and you have like this little inkling inside of you and you want ignore it; you can't ignore it, that inkling is not going to go away. That is your intuition telling you what path you're supposed to be on. And, truthfully, the sooner you pay attention to that and start walking that path, even though you don't know what the path looks like, the sooner you're going to be a lot happier and a lot more successful.

Carolyn: That is so true. Once you start to hear that little voice, it gets louder and louder. That was a big learning for me. I used to work in government and at one point worked on Wall Street, so there was a lot of structure. This path of creating your own business, I say it's like, "You have to follow that trail of cosmic breadcrumbs...kind of like Hansel and Gretel going through the forest. It's like, "Oh, there's this person. I really feel drawn to speaking with them" and then it's starts to unfold. But it's not like it's all laid out for you, that you can pull it off the shelf and just go and do it. I know a lot of people say, "Hey, go off and do it" but there's this process that's very internal and it's the intuition that guides you.

Kendall: It is step by step. I love your phrase 'cosmic breadcrumbs.' That's darling. You listen to that and you think "Does this feel right?" Yes, it may feel scary as all get out. It may make you go into sheer terror. People often say, "Oh, you're successful so you must no longer feel fear." I'll say, "No, I skip fear and go to sheer terror." Why just have fear when you can feel terror at that moment? That terror comes from a place of "Oh my gosh, I'm going to step into something that I know I'm supposed to do and I don't know what it's going to look like but I know I have to do it."

That's why I have become successful so quickly, and it keeps accelerating by the way, is stepping into that place of I know what I'm supposed to do even though it feels scarier than all get out. I always tell my coaching clients, "Start with what you know." People try to get things all figured out ahead of time and it just doesn't work that way. Life doesn't work that way. Business is just a mirror of our life so business doesn't work that way. I would say to start with what you know. If, at that moment, all you know is I know I'm supposed to go to this event or I know I'm supposed to work with this mentor or I know I'm supposed to be on this teleseminar, whatever it



is, say “I know this moment to be true and accurate for me. I know it to be right” and take action on that. Then, the next thing will tell you what’s supposed to be true and accurate for you.

Carolyn: Right. I want to definitely get to the sheer terror experience that you had because that’s a really good point that I want to have you provide your clarity around. I want to start first with what does the word ‘brilliance’ mean to you? I know that brilliance was part of your book, *Brilliance Unbridled*, a word that’s had a lot of resonance for you. How would you define that?

Kendall: Are we soul sisters on this word or what? When I think about the word brilliance, it means so many things but if I were to distil down to its core essential truth, I would say that it is honoring that within us. It’s about being authentic and about being in alignment. Carolyn, you know from being in my coach training how much I focus on being in alignment. A lot of times women, especially in business and guys have an easier time in this respect, get themselves out of alignment frequently. They want something but then they’re in conflict and that comes to feeling guilty or feeling doubt or fear or whatever. They have this vision or this desire but then they have these emotions that are in conflict of that desire or they put other people first. There’s lots of ways that misalignment shows up.

What I’m all about is saying, “You have to be in 100% alignment every single moment.” Can we achieve that? No, probably not, but my focus is on always coming back to that center of being in alignment. That’s where every part of you...your thoughts, your feelings, your body, your sensations...everything is saying yes. There can be fear and you can be in total alignment and that’s okay. It’s fine. It doesn’t always mean the absence of fear. It does not always mean the absence of self doubt but it’s just “I know that this is the right thing.” Brilliance to me is honoring that within us and being in alignment. When we are in alignment and saying yes to our brilliance, we are unstoppable. Even if, in that moment, it only lasts a split second...in that perfect moment, you have set into motion that which is meant to be for you.



We don't have to go for perfection every minute of the day. Things happen. We wake up grumpy, we get a flat tire, stuff happens but we can just keep coming back and saying, "Wait a second. Let me get myself back in alignment here." Plus, we have that feeling, that sensation of what it's like for just that split second when it feels perfect. That's the feeling you want to keep coming back to.

From there, we take action. It's an inward and then an outward. That, to me, is what brilliance is all about. When you look at people who are very successful, whether they're in the movies, on TV, they're in your industry, they're an author, wherever they are, when you look at people that are ultra successful and are leading happy and fulfilled lives, they're not the crash and burn type of success; their lives appear very holistic and integrated, that's a person who is honoring their brilliance and they're honoring that moment by moment. If they stop honoring it, they get back to honoring in the next moment.

Carolyn: I love that sort of the inward and the outward. That's certainly been a theme in our conversations at the Summit which is that we can't just look to the outward; the quick fix, the instant gratification, the slap on the latest gizmo to try to create something, we have to do this inner work which is to really go inside. I love how you phrase that, really 'honoring' that which is within us. In a way, that's really authentic and in alignment. You know what? You fall off and you just go back and that becomes the practice.

Kendall: Because of my work with the horses, absolutely, it becomes your way of life. There's such purity and power both in horses and within ourselves when we're coming from that place of brilliance. Where we're honoring our gifts. It like, "Good Lord folks, you were given gifts here. To deny those gifts is ridiculous." When I do the work with the horses, and I do that with myself on a daily basis and also with a very small number of private clients each in the wintertime here in Tucson, I always say you can't argue with 1200 pounds of instant feedback. They're showing it in their body and then their response to us instantly whether you are being in your brilliance or not. It's so cool because they're so forgiving. You can be not in your brilliance and they're doing whatever they're going do. Then, you get back in that place of purity and power and



they're like, "Ok, you're a leader. I like you. I can trust you. I'm interested in you. What would you like me to do for you?" It's a very cool experience.

Carolyn: We all have that ability to sense and feel energy. I know horses, and animals generally, but we have that as humans and I know we've forgotten. I think now we're starting to realize that we can tune in energetically. We're doing that but we're making it more of a conscious process. I think that's one thing that this conversation we're starting here about brilliance is in support of helping people with the way that businesses that succeed will have to operate based on that alignment principle. If it's off, it's going to fall off real fast.

Kendall: Absolutely, and you can get back on track just as quickly; quicker than you can snap your fingers. That's the greatness. I think that's what happened to me. If I can pass this on to everybody and, again, because of the influence of my mother, Kailash, I was very fortunate to be her daughter. She was always imprinting in us that you have to say 'yes' to yourself no matter what. That's the whole theme of her business is to say 'yes' to yourself no matter what. She was really a fantastic role model of changing our mind on certain things or doing things that didn't always make others happy but that were the right thing to do. She was an awesome mom.

To see that strength and that strength of character to say, "No, I'm not doing this even though it looks like the right thing to do. It doesn't feel right for me and I'm not doing it" or "Yes, I'm doing this thing even though it looks like a crazy thing to do." It's wasn't crazy. It was fantastic and it worked out perfectly and was really important for us in our growing up. I think having somebody like that as a role model that gives you a lot of courage and see how well it works out. My mom's lived a magical and fascinating life and people love her. I am just very grateful I've had that as a role model.

I just want to say to folks, "Listen to your instincts." If your instinct is saying to you to do something and then the next minute you're getting fearful or doubting or guilty, that's not truth. I always tell people, doubt is not truth. Doubt is not truth. That initial feeling...that was truth.



Carolyn: I love that. Say ‘yes’ to yourself no matter what. Let’s talk about some of the challenges that you see women, in particular, facing in creating a business. We’ve already talked a little bit about wanting something and then having these emotions rushing in and creating that feeling of conflict. Can you say a little bit more? I’d also like you to circle back and maybe share with us your own revelation about the importance of receiving because I think that is one of the challenges women have.

Kendall: Yes. It will actually tie into this beautifully. I think the two biggest challenges that women in business face are emotional challenges and, of course, they show up in action. It’s the challenge of guilt and boundaries. Women put so much pressure on themselves. Women are extraordinarily capable. Men are extremely capable as well, just in different ways. For women, we’re so capable of doing so many different things at the same time and taking care of people, serving clients, doing household stuff...there’s lots and lots of stuff that we have in our lives. I think women often feel guilty. When they’re with their kids they feel guilty that they’re not focusing on their business. When they’re with their business they feel guilty that they didn’t have quality time with their children. They don’t want to raise their fees because then they feel guilty, “Oh gee, I really like that person so how can I charge her more?” and that kind of stuff.

There’s a lot of guilt and that ties into boundaries. This is something I end of coaching on a lot. I really pay a lot of attention to boundaries. I see boundary issues showing up and not charging enough is a big place where it shows up or letting clients be kind of crappy clients, you know? Clients who don’t show up on time or not do their work or make excuses or whatever. I see women with boundary issues who hold themselves back from really claiming and attracting a higher level client. Boundary issues of answering the cell phone all the time, being on the Blackberry, lots of time issues like that. These are all boundary issues. I think those are big challenges.

It’s inherent in our nature as women to serve, to be of service and help others. This is part of our DNA. It goes back millions of years. We don’t want to fight that all because we won’t ever win that battle. It’s exhausting. We also don’t want to just let that desire to serve and help just flow and bleed everywhere because that’s what



it does. It bleeds everywhere because there's no boundary. I know I'm being very graphic here but I want to get people's attention.

we want instead is to understand that in order to really step up and be of value, and that's what we want is to be of value to be of service to greater numbers of people, we must have fantastic boundaries. Initially, women think of boundaries as saying 'no' and hurting someone else's feeling and not being able to help them. They look at it that way and that is a very limited skewed viewpoint. That isn't what having boundaries is about. A boundary is saying, "I value myself enough to say yes to this and no to that." A boundary is saying, "I value myself enough to much higher fees. By charging higher fees, I inspire my clients to step up and value themselves more." Carolyn, I know you've experienced that in your business.

It's realizing that the more boundaries we put into place actually allows us to serve in a bigger way. This is a huge component of why my business has grown so quickly, why we're able to serve so many more people. In my other business, I was making less than a tenth of what I make now and I was serving 20-30 clients. Now, we have hundreds of clients and I make several million dollars at this point. We broke through seven figures last year. We're doing close to three million dollars this year serving so many more people and being able to make a profound difference for people. I work less than I've worked in my life and have these amazing boundaries. I'm so much more happy. The boundaries really liberate you. We're not going to sit here and teach you how to do this in today's call but I really want everybody listening to this, especially the women, to start looking around at that because you're going to realize where you have boundary leaks happening everywhere.

Very quickly, the story of learning to receive. Only giving and not receiving is a boundary issue. That whole martyr thing. This was in 1995. I was just starting on this journey. I was working at that large health care facility. I was very frustrated. I was restless, bored, and I didn't know what I was supposed to do. I knew that I was up for some kind of a big change. I knew I needed to ask for help. Asking for help was not something that I was really comfortable with prior to that. I was a real self starter, bootstrap kind of girl. I could just do it myself; you know what I'm talking about.



I remember being at the grocery store. The grocery store would offer to take your bags out to the car for you which, at that time, was sort of the new thing. I was actually living in the Pacific Northwest at the time so it was rainy and dark. I remember always telling the kid, “No thanks I can get the bags myself.” I remember that day when the kid asked if he could help me, “Ma’am, would you like some help with your bags to the car?” I was about to say no to him and it’s raining outside, it’s wintertime, and I remember thinking and saying to myself, “Kendall, just say yes. Let the guy carry the flippin’ bags.” I turned to the kid and said, “You know what, I actually will take some help. Thank you.”

I remember, Carolyn, it’s going to sound like the dorkiest thing but I remember what it felt like to walk out to the car holding nothing but my purse and having this young boy carrying these bags behind me. It felt really different. That’s what really started my practice of receiving. Receiving... asking for support. Not just allowing it; asking for it.

Since then, I have a whole soapbox I get on around teams, how teams need to step up and be of service to you so that you can serve others. It’s not just about having a team; it’s about having a team that really serves you. Anyway, that’s the start of it...letting that guy carry those darn grocery bags to my car. Of course, now I have lots and lots of help and a team. Isn’t it amazing? I don’t even go into the grocery store anymore, I have somebody who does my shopping for me.

Carolyn: I love that how such a profound lesson can come in such an everyday kind of a moment where somehow, some way, that penny just dropping like “Oh yes, that would be great. Thank you!” and to let yourself receive that support. Why not?

It’s funny, I was just speaking with somebody today. She is also a new client who was talking about her struggles with asking for help, not being willing to receive, and I just said, “You know, I just have to tell you, the whole suffering in silence and doing it all yourself and that kind of thing, that’s so 1960s. That’s really passé.” Who wants to be 60s, right? We’re in the new millennium. We need to get with it. We have other issues to burn off; let’s let that one go.



Kendall: It's a self worth issue and it's a boundary issue. The more you allow yourself to receive, the more that you can receive, not only support but the more you can receive money flowing in through your business. You can't push things out. This is the thing that people don't get. We're back to alignment here, Carolyn. They don't understand that how they do one thing is how they do everything.

If a woman is always giving, giving, giving, you can make money. It will be a ton of work and that woman's going to be working her fanny off. You can make money but it's so much easier when you practice asking and receiving and allowing it in. That money is going to flow because you can't be pushing away. You have to create an opening for the money to flow in as well. Money is a form of receiving.

Carolyn: Beautiful and so true. I just want to reflect it back to what you said in the beginning about letting your cup get empty. When we allow ourselves to receive in, that's when our cup gets filled to overflowing and we serve from that lovely place.

You've done some really amazing things. You've shared with us into your business the way that you are serving more people and your bottom line is the multiple millions which is amazing. Congratulations for that!

You also mentioned that you just skip over the fear and go to the sheer terror. From the outside we look at people like yourself and others and say, "Oh, they have it all going on. It must be so easy for them." It's so reassuring to know that that no; sheer terror still goes on. How do you handle those moments where you feel that contraction and how do you get yourself back into that place of brilliance? Especially those days when you wake up and you're not feeling so darn brilliant.

Kendall: The first thing that I do is that I remember that feeling is temporary. It's like, Okay. I've been here before. It's familiar and it's temporary." Right there, it already feels like a relief. I think there's a difference and I'll do my best to try to describe this. There's a difference between really feeling the feeling and being in it where you think it's truth...which it's not versus stepping outside of it and being in more of an observer standpoint and saying, "Oh yes, I'm actually feeling that feeling and it's not truth." It's really being able to go into that observer place and, even if it's just



momentary, say, “You know what, I am actually feeling that feeling of terror or fear or doubt or overwhelm” which I don’t get too often but a lot of people do or whatever it is and just observe that you’re having the feeling. As soon as you observe that you’re having that feeling, it lessens the hook. The hooks that have something into you already start to relax a little bit. So, telling yourself that it’s temporary is what I do.

I ask for help. I go to my husband, Richard. I call my mom. I’ll reach out to one of my mentors. I’ll say, “I’m struggling here. Here’s what I’m afraid of and I’m really truthful.” Here’s the thing that hysterical, especially with my mom or Richard. I go to them and say, “I want to do this thing and I’m really afraid, blah, blah, blah...” and they’re like, “You know you do this every time.” What? “Oh yes, you do this every time. You’re just in the middle of a breakthrough and you have a big event or a big whatever coming up and you do this every single time. You’ll just get over it. You’ll be fine by tonight.” I’m thinking, “Oh, you’re not going to let me wallow in this?”

I think having that amazing kind of support of people who know you really well and to always hold you to your brilliance. So having somebody say, “You are having this moment and that’s fine but you’re actually really brilliant and you’re going to get over this so why don’t you just go get over it right now?” That gentle, kind, tough love, for me; it actually works really well. I just realized then that doubt isn’t truth; it’s just an old vestige of software stuff; that’s all it is. So, I think asking for help from the right people, not people who are going to sit there and commiserate and say, “Oh yes, it’s hard and it is scary.” I don’t want all that commiseration; it’s just going to deepen the feeling.

Carolyn: Then, they tell you all their feelings of contraction and then you’re both in it together.

Kendall: Right. I don’t want commiseration. I don’t want to deepen the feeling. I want to have somebody kind of shake me by my boots and say, “It’s not truth” and just being that observer.



I think of the certification program that you've been in, the Certified Money Marketing and Soul coach training program. Richard and I came up with that concept about three years ago on a horseback ride. We were doing a trail ride and it just came up. We were having like this little business meeting on horses and I said that I really wanted to do a certification program. The moment I said it, I wanted to take it back. I wanted to say, "Oh, that wasn't me that spoke." One of the horses must have said it. I was so scared and Richard was ready to start that year. I said "No. Three years from now." So, the next year went by and he said, "Okay, in two years" and I went, "Okay." The next year goes by and he's like "Next year" and I went "Oh my gosh." I had made a commitment to doing it.

I think that's the other thing is that when you make a commitment and you put a timeframe on it and, by the way on that third year was when we launched it. I was still terrified but I had to do it. I'd made a commitment to myself, to him, and to the universe. To put it off would have been succumbing to fear and, you know me, I have a lot of courage in business and it's like, "No, I'm sorry. I'm not going to succumb to fear. I'm going to do this even though I'm afraid." I did it and it went phenomenally well and it's just been an amazing experience. It's the best thing I've ever done. Was that helpful to hear some of those strategies?

Carolyn: Very helpful. Just to sort of sum up a little bit of what I heard you say there is stepping out and seeing and observing it from that more detached place. So, there's definitely that moment when you're feeling it and if you don't find a way to express it or step out of it, it can feel like the absolute truth. I love that you have your insta-rolodex of people you know are in your circle of support that will hold you to your brilliance and just even the act of you sharing that if you're with them, is going to help move you through.

Kendall: You have to get it out of your body otherwise it's going to feel like truth, which it's not. I think the other technique or strategy that I would layer on there is to remember that whatever the thing is that you're being pulled to do, even though it's terrifying to you, is to remember why you're doing it. On a day to day basis, any particular task can be unpleasant or not fun or uncomfortable or difficult or challenging or whatever. It can also be fun and joyful as well but it's a combination



of those things. Remember to keep your eye and your heart focused on what is your bigger why? Why are you doing this?

For me, the certification program was such a big deal because I so believe in the gift of coaching and I knew I had something to share where I could help people bring that gift forward in a very special elegant way. Through me, there's only so many people whose lives I can touch and impact but through the people I'm certifying, that ability, that legacy to really reach out and impact people is so much farther reaching. That's my bigger why. Have a very clear, bigger why that pulls you out of your moments of self doubt very quickly.

Carolyn: Excellent. Thank you so much for that. It was really, really helpful. I want to ask you another question. You have those moments of sheer terror and I find that there seems to be this view out there, or myth, that you get to a certain level of success or experience like you have in your business, then choices and decisions all get easier. Is that what you have found to be true or does it, in fact, get harder? My experience is that after climbing the mountain, it's great and the view is beautiful and then it's, "Oh, look there's another higher mountain." You're back down and you're climbing back up. Does it ever get easier for you?

Kendall: It actually does. Let me speak to this a couple of different ways. First of all, we just have to remember that the business is always a mirror for our own level of personal growth. If someone is satisfied with who they are entirely and they say, "Who I am today is who I want to be at the end of my life" which isn't me. I want to keep growing and learning and improving and challenging myself and experiencing those moments of just divine brilliance. That means that I'm going to keep challenging myself through the vehicle of my business because that's what a business is perfect for; not only creating extraordinary income which has the capacity to do that but also to create us as extraordinary human beings that really make a difference for our planet. I think there's always going to be that next mountain, as you so beautifully described it, and that's okay. I will tell you that the decisions and the choices actually do get easier.



The reason is this, and by the way, I think there's an awkward point kind of like when you're a teenager and life is just horrible. There is an adolescent stage in our business which is very difficult. It happens around the six-figure mark when someone's breaking through six figures. That \$100,000 to \$120,000; right in there. I was just coaching some clients on this a few weeks ago in an intensive and I said, "My best advice is this. Get through it as quickly as possible. You have to break through it quickly." That's why I love to help people leap from five figures up to six and to quickly leap them to multiple six figures. If you're hovering around the 100, 120, 130ish mark, it's a tough place to be. It's great money, but there are some other things that also come along with it and I found it to be very much like the teenage years of business.

Once you blast through that, everything does get a lot easier. It can get more complex but it's a lot easier. The reason is because you're more confident and you have momentum and you have more support and you have great mentors or advisors. You have this track record that really is very supportive. It's a beautiful thing is the best way to describe it. It's a beautiful thing. It's kind of like floating.

It like when the plane takes off and it's working pretty hard on that takeoff and then you get to that 20,000-30,000 foot level and it's just cruising along...it like that feeling of just cruising along. Yes, there are still challenges but I think there's so much more confidence and momentum, that you make those decisions and get through those challenges much more quickly. That's part of what gets you to that level, too. People who are struggling at five figures, even high five figures, they tend to work too much. They tend to undercharge. They tend to feel like they have too many clients like they can't handle the volume that they're at but actually they have too few clients. They don't have a business model that supports a lot of leverage and they take too long to make decisions. As you become more successful and as you are more successful, you make decisions a lot more quickly.

This is the last point I'll say on this, Carolyn, and this was me, too. I was at this place many times where I'd say, "Gee, I don't know if I can grow my business anymore. I don't know if I can handle it." That phrase, 'I don't know if I can handle it' I would say it often. I still hear it from my clients. The reason is because they're judging their



ability to handle it based on their current thinking, based on their current level of team, and based on their current level of business design. No. Those things won't handle an increase in growth. There's no way. Especially with the business design; I love helping people design their business. When you get a lot of leverage or scalability into your business, which is actually very easy to do even for a small business. When you get that all of a sudden, you say, "Oh my gosh, I could have five times the number of clients and I'd be just fine. I'd be working less and a whole lot more income." With that, there's a real breakthrough that feels like you break through the clouds and you're soaring. It's really cool.

Carolyn: That's great. You've really restructured your business and your life so you have that balance that I think a lot of us are looking for. How do you keep yourself in this centered, grounded place? In just listening to you, you can just completely feel that. What are some of the specific things? Are there practices that you do on a regular basis? If we were to be a little fly on the wall of your home...

Kendall: If anybody follows me on Twitter and which, by the way, my Twitter address is @KendallCoach. If you follow me for a couple of weeks on Twitter, you start to get a sense of what I do. I love being outside. I'm a nature girl. You've seen me and I dress in a lot of lace and velvet but when I'm not working with a live event type of thing, I'm in my blue jeans and my cowgirl boots and I'm outside messing around with the horses. First of all, I spend time with my horses. Not everybody has horses, but they have something like that. Some people like to exercise. I can't stand exercising. I do things with the horses.

I take walks. I do Pilate's once a week. I'm going to be moving that up to twice a week which I've done in the past and I just found it fabulous. I do private Pilate's because it's quiet and peaceful. For me, that's what I like is quiet and peace. I get body work every week. I have a body work session. I do a lot with my physicality. Part of it is just my nature. I enjoy it but it also recalibrates me physically. When we're stressed and feeling pressure and we're busy, we carry a lot of that in our body. We carry it in our muscles. We carry it in our digestion and different places in our body so I'm really into taking care of the body. Every morning I do this thing called the Chi Machine. It's really a cool device I bought online. I'm not going to ever



post a photo of me doing it but I do my Chi Machine for ten minutes every morning and it stimulates a lot of creativity.

I think the other thing is I'm very mindful of getting enough sleep which a lot of people don't do. I have to have a lot of sleep. A short night of sleep is 7.5 hours and it's like I can do one of those but I can't do two nights like that in a row. So, I'm very mindful of getting enough sleep.

I'm also mindful about not turning the computer on in the morning until I've done my whole morning routine. I don't check email in the morning. I'm not doing those things. I'm dressed, I've eaten breakfast, my dishes are done, and I'm ready to go outside with the horses. I might do a quick tweet thing...I'm headed out for a quick ride. But, I haven't checked email. I've turned Twitter on and one tweet and that's it. I don't check email until late morning. That's a huge thing. When I check email first thing in the morning, every now and then I'll break my rule and do it, oh my gosh, I have a terrible day. That's a real hardcore boundary for me.

Just a couple more tips. If I'm going to be traveling, which I do a lot of traveling and traveling is not easy for me physically, so I always book myself out entirely the day before the trip and the day after. There's nothing on my calendar. Also, when I'm traveling I'm not frantically checking email. If it's a business trip, I'll pick up email once a day and I will check in with my business manager once a day briefly, but it's like I spend 10-15 minutes and that's it, total. I make sure that I don't have these commitments while I'm gone.

Carolyn: I like what you said and I made a little note to myself here 'Carolyn, book your massage; it's been a while.' That is an important point about our stress and how we hold it in our body. We really need to take care of that and how we exercise or walk or whatever, but just work it out of our system. I'm understanding more and more how much we're like tuning forks and when we get lots of crud that we attract in, then we can't transmit it clearly and we can't receive as clearly. I think that's a really important reminder here.



Kendall: I love your metaphor of the tuning fork. I'm very particular about who puts their hands on my body as far as body workers. Again, it's an ability to receive. When I'm lying on the table...and I go for Chin-Chin and some chiropractic once or twice a month. Chin-Chin is every week. I like cranial sacral Chin-Chin work that's very slow. Some people like deep massage and that's fine...whatever works for you. It's a standing appointment that I have. I booked that weeks in advance and it's always on the same day of the week, Friday for me. Pilates is on Mondays. It's the ability to receive and just lie there and let go and let somebody nourish you.

Carolyn: I want to ask you. What do you now know that would have been so helpful when you were starting your own business? Is there something you know now and you say, "Gosh, it would have been so helpful if I'd have known that then."

Kendall: Two things come to mind. One is really practical and the value of building a list. You hear this a lot these days, but when I started a business, that wasn't discussed very much and I didn't pay very much attention to it. I've been publishing my newsletter and ezine since my first year in business. I published very early on and I made my first home study courses very early on in my first year in business. I didn't really pay a lot of attention to growing my list. That's one thing that, if I could go way back, I would definitely change that.

The other thing is getting a mentor earlier. I waited a number of years to get a mentor. Those years were hard. They were really, really hard. My business has advanced dramatically, not just by little steps but by giant leaps. I have invested in getting a mentor and also being part of a mastermind group. That's been huge.

Those are the two things I would change...get a mentor earlier and be part of as high a level as I could afford at the time, a mastermind group. I do that now. I pay six figures to be in a mastermind group and I'm going into my second year in a row paying six figures. That's a goodly sized check to write. Let me tell you, it causes my heart to palpitate. It's not like, "Oh yes, it's no big deal." It's not like buying a pair of socks here. I do it because I know it's going to challenge me to make a big leap forward and to take myself seriously. Taking myself seriously translates into implementing more and getting more support; all the things we know that work in



business but just doing more so that I actually end up working less. That's a cool thing.

Carolyn: I would like to ask you another follow up about the mastermind Group experience because I've been a member of a number of different mastermind Groups and they are so great. You are also wonderful at teaching people how to start their own programs like that. What is that magic that you see happening when you are part of a group of like-minded people?

Kendall: I think there are two things that happen. One is that you have to pay for masterminding. The freebie training kind of stuff; forget it. Folks, if you're doing that, that's fine if you want to do that for fun, but if you want to be serious about creating success, and success isn't monetary but freedom through your business, you need to pay to be in a mastermind. When you step up, as you know Carolyn because you've done it, and every time I've done it I was investing more than I thought I could afford. It scared the heck out of me!

When you pay for that kind of support, you can hear about it but until you do it, you're not going to know what it feels like. It's like a flip switched and all of a sudden you are serious about your business. You don't have time for all that self doubt. It's like "Self doubt? I am busy being successful. I don't have time for you." That kind of falls by the wayside.

I think the other thing that happens that's so powerful at the mastermind that I think is critical, is that when people talk about being around a group of like-minded individuals, there's a caution. Be careful about being in a group where everybody is at the same level. I like to be in a mastermind where everybody is at my level or above. The first year I was in a group, I wanted to be the star of the group and I was. It was like, "Okay, that's great" but that group wasn't challenging enough for me. The next year, I said "I want to be about the mid range." I have no idea why. I wanted to learn from people who were more successful, but I didn't want to be at the bottom of the totem pole. This year, I said, "No, no, no. I want to be in a group where everybody is at my level or above" because the opportunities that happen from those people's experience and their wisdom and their contacts, it's



extraordinary. It's absolutely extraordinary. That doesn't happen when you're in a group for free or with people at your same level. It just doesn't work that way.

Carolyn: Great! Thank you for that! I can't believe we've getting close on time here, but I wanted to ask you, of the whole gamut that we talked about so far, what would you pull out or articulate as the two or three most important things you want women entrepreneurs to who are listening to do...even starting after they get off this call or after they wake up in the morning. How can they unleash their brilliance in a really powerful way?

Kendall: That's a great question because I was just thinking about that this past weekend, not even knowing that you were going to ask me this question.

#1 – Be specific about the niche that you serve. I see a lot of women in business that have a good heart. They're kind, loving, and amazing women. What they want to offer is vague. It's not specifically defined. It isn't something that people have a proven track record of wanting to invest in and so that woman is not being successful in her business. That, to me, is a tragedy. It really is. So, #1 - Get clear on your niche and make sure that that niche is something that's solving a very specific problem that your audience has a track record of investing money to solve.

#2 - Have a mentor. You have to have a high level mentor because I've done it year after year. I believe in investing more in your mentor than you think you can afford. Here's my formula. I determine the amount to invest based on how much I want my business to grow. So, when I go to make that investment, I say by making this investment do I believe that this mentor is going to help me increase my business by like ten times? That's what I look for. It's like a ten times return just as a general guideline. It makes making that 'yes' decision a lot easier. Talk about setting an intention, it happens...it works out. My clients actually end up getting more than ten times that, come to think of it.

#3 – Trust your instincts. Guilt and doubt are not truths. That is not your instinct and don't give in to that thing, "Well, I want this thing and I ran into an obstacle so I guess it's just not meant to be." That is hogwash. I'm all about law of attraction and I



know you are, too. The universe will absolutely step up to support you but it doesn't mean that the path is always crystal clear. A little obstacle here or there...don't give up so easily. Trust your instinct. If this thing feels right in that moment to do, it's going to feel right a week from now, a month from now, a year from now. Keep on your path, trust your intuition, and find a way. One of my mottos in life that I coach my clients on is that there is always a way. There's always a way. Doubt and guilt...that's not instinct. That's just ego and fear and that part of us that is terrified of any kind of progress or change.

Carolyn: Fantastic! So, Kendall, how can people learn more about you? Where do they go? You have amazing things to offer and I want to make sure people get over to your world.

Kendall: I do so much around the topic of money and how to charge what you're worth and get it and creating money breakthroughs. Honestly, every entrepreneur I know struggles with this in some way. Come over to my site. It's www.KendallSummerHawk.com. Grab that free report there. I change it out frequently. I come up with different free reports and they're all focused on money and how to charge what you're worth and get it. Come to my email address, put your name there in the top right hand corner and take a look at that free report that I have for you.

Carolyn: I just want to put a plug in. When people get a free report, they'll also start to get your ezine which is fantastic.

Kendall: The Money Marketing and Soul weekly free articles.

Carolyn: The articles are great. I get so many ezines and yours is one of the two that I read. It's really great.

Kendall: Thank you!

Carolyn: Thank you so much! I really appreciate you being here and sharing your brilliance with all of us. You are an inspiration. I want to thank you so much for your time and your wisdom.



Kendall: Thank you. It's been my absolute joy.