



Unleash Your Brilliance Summit Interview

Maria Gamb

and

Carolyn Ellis



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Carolyn: I am so delighted to welcome to our next conversation in the Unleash Your Brilliance Summit a very special friend and guest of mine. For this session, we're actually going to change things up a little bit in terms of our structure. I have invited my dear friend and an amazingly brilliant woman, Maria Gamb, to join me in conversation. She is the CEO and Chief Change Agent of NMF Communications. Maria is going to help me share about what brilliance means to me, why I created this Summit in the first place, and why I think this is such an important and vital principle right now for women entrepreneurs to live by and how you can go about doing that in very practical ways. For the next fifty or so minutes, we are going to have a very open and flowing conversation. Maria and I love to talk and we love to share our views and share our hearts. This is one of the reasons why, when I thought of somebody to create this conversation with me, she was the first person on my list. I'm going to have her ask me questions and we're actually going to co-create what I know is going to be a very enlightening and important conversation. You're going to get the best of both of us in this process. Maria, are you still with me?

Maria: I am still here and I'm really thrilled to be part of this Summit. Thank you for inviting me.

Carolyn: My pleasure! Let me just say a few words about Maria so everybody knows who you are. Maria Gamb is a former Fortune 500 diva and she has spent the last twenty plus years trailblazing businesses that have valued upwards of \$100 million. Her keys to success have been blending creativity, divine innovation, and straightforward communications. As I mentioned, she is the CEO and Chief Change Agent of NMF Communications. She shares her vast life experience and knowledge of universal



laws to help executives and entrepreneurial women to reclaim their abilities to lead profitable businesses effectively and with great value.

I met Maria a couple years ago. I just felt an instant bond and affinity with her. I am a former client of hers so I know firsthand the kind of powerful and intuitive information that she gives you. The ways that she delivers her wisdom creates instant results. It certainly did for me. To find someone with your blend, Maria, of heart, body, soul, spirit and how you deliver that...and you're always holding that highest possibility certainly for me and for the people you work with. I'm really so happy that you're here. Everyone, you can find out a lot more about Maria and her programs and what she offers at www.MariaGamb.com. I am so excited that you are part of my panel! Why don't you tell the folks a little about me so it doesn't sound like I'm tooting my horn or anything?

Maria: Absolutely. It should be reciprocal. I am really happy to be here and really happy to be sharing what you have to offer the world because I think it's important right now to come out. Many people at the Summit here may already be familiar with you and your incredible work but I think it's important to say a little more formal introductory words about you before we get started.

Carolyn is the founder of Brilliance Mastery, a program that helps women entrepreneurs own their brilliance so the mission of their business can be communication clearly, powerfully, and profitably. She is the creator of The Thrive Principles™, the founder of ThriveAfterDivorce.com, and the award winning author of *The Seven Pitfalls to Single Parenting: What to Avoid to Help your Children Thrive After Divorce*.

What most people don't know is that Carolyn didn't start her career thinking she'd become a divorce expert. She actually has a degree in Public Policy from the John F. Kennedy School of Government at Harvard University. She used to work on Wall Street and has served in several in a number of senior policy advisory positions in the Ontario Government before becoming the fundraising director at two major independent schools in Canada.



She caught the entrepreneurial bug after she discovered coaching when she was healing from the breakdown of her twenty-year marriage. She decided to leave her job to start her own business. Yet, throughout all her career travels, one thing has remained a constant for Carolyn...to empower people with new insights and inspire them to fearlessly create and express their highest potential. Brilliance Mastery is the latest evolution of that mission for Carolyn and you can find out more about what she's up to with all of this at www.BrillianceMastery.com.

Carolyn, I am so happy to be here and to be part of the Unleash Your Brilliance Summit and to continue this conversation with you. What most people don't know is when you and I get started talking, it just rolls and rolls and rolls.

Carolyn: It sure does!

Maria: So, if you're ready to get started, let's start with the first question I wanted to ask you. You created this amazing business with Thrive After Divorce that's helped thousands of people from around the world and now you have this new program called Brilliance Mastery. What inspired you to move into this new direction and why? In particular, why now?

Carolyn: It's this idea of brilliance mastery that was sort of percolating in me. Some of the questions that I was asking myself were, "Gee, I'm loving what I'm doing with Thrive After Divorce and for me that was really born from passion. I did go through my marriage breakdown with three young children and I knew right from the beginning stages of that very deep emotional crisis in my life that I didn't want to just settle and to scrape through. Even though I didn't have any of the tools that I do now, I just knew intuitively that things happen in life. I call them the 'curve balls.' You don't have to settle for just being hit with a curve ball. There are ways that you can actually regroup and become stronger, wiser, and catapult yourself to a completely different space as a result of that curve ball. That was a decision I made very early in the divorce to say, "I want to thrive after divorce." That was really almost like my mantra.



In the course of writing my book, I expressed what are now known as The Thrive Principles™ which are six very straightforward principles, or tools, that you can use in any moment of decision to help you shift from that ‘let me just get through this, please let this day be over’ type of experience to say, “How can I dig into this? How can I transform this experience of challenge into one where I’m going to be looking back at it and saying thank goodness I have that because without it, I would not be the person I am today.”

That’s really the message that I’ve been sharing with my Thrive community for years. I look at my divorce now as one of the greatest gifts of my life. Not because it wasn’t difficult. There were absolutely moments where it was really gut wrenching as anyone who’s been through that kind of situation can imagine. I had no idea where I was going. I had no idea what the impact was going to be on my three young kids. Looking back on it now, I say it was one of the greatest gifts because of who I’ve become as a result of this journey. Thrive After Divorce will still be offered but will change a little bit in terms of the structure but that’s still going to be around and my products and services will be available for people who still need that. Goodness knows, with 50% divorce rate, there are still people who need that information.

For me, Maria, my energy was asking me, “What’s my next step beyond Thrive?” Thrive is such a juicy, yummy word but I wanted to really expand. I could feel this shift in my own evolution coming. The brilliance mastery came to me because, in the course of creating my Thrive After Divorce business, as you know, I’ve been doing what a lot of people do which is learning about marketing, learning about systems, and networking with people.

It struck me earlier this year that there are so many people with such a great passion. They have beautiful dreams and they want to create a business. There’s a huge shift into entrepreneurship right now which is fantastic. It’s going to be part of how the world reorganizes itself with this shift that’s going on. What I was seeing was a lot of women, in particular, standing up and speaking what their vision was for their business and yet they were not energetically aligned with that. The words they were saying sounded great and powerful and yet I could sense that the foundation



upon which they were building that business was not strong enough to support that business.

Maria: I think that is such a valid point because far too often I see people basically speaking someone else's message and someone else's words and it's not their voice.

Carolyn: Yes. I think that was one of the gifts of what we all experienced around the world with the economic meltdown that we had last year and it may still be continuing. There's still a disruption that's in the process of being healed. One piece that became very clear to everybody is people want to work with people they can trust. We all know about having the 'know, like and trust' factor in place, but it's deeper than that. You want to work with people who have integrity, who are authentic, who are being who they really are.

So, this model of just find somebody who's successful and do exactly what they do, the way that they do it, and it should work fine for you doesn't fit because it's like putting on somebody else's clothing. It may look okay from a distance but when you come up close you say, "That was kind of hanging off them and that's not the right color for them." It has to have this alignment from the inside of who you are from a space of deep purpose and your emotional state. It has to be sourced from within you and then you express it out. It's a problem I think a lot of women, in particular, have right now and it's why I created Brilliance Mastery to support them in attracting those clients much more easily and with less effort. To speak their messages powerfully and with conviction and to step out of some of the common pitfalls that I think women, in particular, are prone to as leaders of their businesses. That was really part of the genesis for the Brilliance Mastery program which I created and one of the main reasons why I wanted to create this Unleash Your Brilliance Summit.

Maria: I think it's a wonderful concept. I think it's important. You know I'm passionate about creating individuality but not for the sake of being different to be different, but because it's important for people to speak and be in alignment with their real purpose here. Especially women today, being leaders and entrepreneurs who are going to change and reshape the face of business. I'm not going to get on my



soapbox about all that. The analogy that I always use is women relate to shoes. It's like if you have a size 10 foot and you're putting your foot in a size 5 shoe that does not work. If that size 5 shoe, might actually be Oprah and she is a size 5 shoe, but your brilliance and your magnificence is actually a size 10, why would you limit yourself? I use her as an analogy because I think it's important to see that that personality is not the be all, end all. Many people's brilliance and magnificence is far beyond that.

Carolyn: Absolutely!

Maria: The Unleash Your Brilliance Summit is clearly about revealing and sharing the real magnificence that lies within each of us. I'm imagining that when you're saying 'magnificence' it's their true gift? What does brilliance mean to you?

Carolyn: Brilliance, to me, means are you sharing your full light. Are you playing your life full out; playing it big with full commitment? The way the Brilliance concept landed for me was about ten years ago, when I went to see a psychic. This was at a time when I my marriage was floundering and I was seeking advice from all sorts of different people, including a psychic. One of the first things that she said to me when I sat down with her and she hadn't even had me shuffle her Tarot cards or anything, she just looked at me and she said, "You are like a 100-watt light bulb who's only putting out about 15 watts." I thought, "Oh my gosh, you didn't even see that in the cards and you could tell?"

I was really taken back. For me, brilliance is knowing you're a 100 watt bulb and shining, sharing and illuminating like a 100 watt bulb. In the course of these ten years as I've been engaged with this inner work to express my outer business and relationships I have improved that. So, I don't think I'm at 15 watts anymore but I'm hoping I'm at least at 60 watts! The question I ask myself, and it's really something I ask myself when I wake up in the morning is "What can I do today? How can I BE today so I'm sharing 100 watts?" I'm always looking for the 100 watts. That's a question I would ask people who are on this call. Are you at 100 watts? If you are, that's great that you're here but maybe you can share with the rest of us how you get that. I think that's something that's an ever expanding measurement...100 watts



ten years ago is not like 100 watts right now in the present time. There's potential within us that people are unleashing and the speed at which we can do it now, the results we can get, the relationships we can develop. The internet is a way to connect with people and leverage your message and touch far more people. It's massive. For me, that's the brilliance. Are we at 100 watts? If not, what's holding us back? How do we get there?

Maria: Do you know what the symptoms would be to help people identify if they're not living at their full 100 watts that you can help them to see? One of the things that comes to mind for me is people who don't go out and network and they hide in their homes. I call it 'lay on the couch with your cat and a pint of Haagen-Dazs.' That's not living your 100 watt story.

Carolyn: I think there are lots of symptoms. One thing is definitely the kind of thoughts you have. If you could stick a microphone in your ear that would broadcast your thoughts that you have on a regular daily basis...what would you be listening to? Probably a lot of it is some very emotionally abusive language. How are you treating yourself?

This is part of the inside out that I'm really fascinated by. We create such powerful and lasting shifts. What are the thoughts that you're thinking? Are you saying to yourself, "I really don't think I have anything unique to contribute. Somebody else can do it. It's not really my job to take care of this problem," or "I probably don't deserve success" or "I don't even know what I'm doing so why should I even bother?"

A classic might be somebody who wants to lose weight and they have like fifty pounds to lose. They say, "That's so much; I'm not even going to bother trying. It's too hard." Those kinds of things. When you have a dream. When you have those moments of inspiration and you don't act on them. It's like having this beautiful fragile little plant and if you don't take some little tiny steps on a regular consistent basis, it's like robbing that fragile little plant of the fertilizer and the sunshine and the water that it needs to grow. If you have a lot of beautiful dreams that you now look at, not with pride and joy, but you look at them with a sense of shame or guilt,



“Oh man, I let that one go, too!” That would be another example that we’re not at the 100 watts because that beautiful idea and dream is not out. It’s not serving people. Those are some of the ways that I look at that.

Maria: I think that’s great. I think that helps people qualify what it is that you’re saying there. For women, in particular, what are some of the challenges that you feel they’re facing in creating a successful business?

Carolyn: There are a number of them. I’ll just touch on some of the big ones. We’re gifted with being intuitive and nurturing. That’s the way our radar system seems to work. We can scan the environment. We can scan the emotional wellbeing of those around us, and we can be very tuned into everybody else and our surroundings. The problem is at some point, especially when you’re in business, that’s great but you end up being so tuned in to other people that you sort of forget what’s really important to you. You tend to take other people’s reactions very personally, you take obstacles personally like, “Oh, I don’t really deserve it. Oh, I don’t know what I’m doing. Oh, I’m going to throw the baby out with the bath water because I’m getting some flak.”

Here’s the truth. When you step into your brilliance, when you start to fly above the radar in anyway, you should expect that there will start to be people who will come out and have a reaction. Unfortunately, often it’s the people who you thought were on your team...you might be married to them or they might be in your family. They may come up to you and say, “What the heck are you doing now? Who do you think you are?” It’s not necessarily always that automatic, “I love you. I encourage you. I believe in you no matter what. Go for your dreams.” When we get stuck in robbing ourselves because we have that natural nurturing ability and it starts to impact our decision-making, I think that’s a way that we get trapped.

Sort of a byproduct of that is this tendency that women have, particularly, to compare themselves to other people. Oh, she has nicer shoes than I do. Her business seems to be structured better. She’s getting more clients than I am. There’s this comparing ourselves to other people and again, like you said Maria, why do you want to limit yourself to how other people are doing? What if your wattage is a



completely different kind of light bulb...incandescent light as opposed to some other kind of light. We can get so easily trapped in that comparison game.

Maria: I also think that it's important for people to understand that what creates one person's success is not necessarily what will create the others. We're actually being called upon to be creative catalysts right now. It's really important and you can't compare yourself to someone else. Also, the reality is this. You don't know what they went through to get there.

Carolyn: This is the thing I'm loving about the interviews that I've been having in this Summit. There are all these amazing and successful women and yet each of them, it looks easy now, but we don't know what's going on in their homes. They're sharing with us here at the Summit about how hard it was. This is what this conversation is about. It isn't always going to be this easy ride. If you get your dream...you have the business and boom it's going to happen. It's about taking that consistent regular, even small, action to really pursue and create it into a reality.

Somehow we got this myth that if you're on the right track, the right track is going to be easy. I think that's not true. In fact, when you start to fly above the radar, you really step into your brilliance. Are you never going to encounter an obstacle? Absolutely not. You're going to get bigger obstacles. Sometimes the opportunity of those challenges is not to tell you you're on the wrong path, but to show you how much more quickly you can shift. How much more powerfully and masterfully you can make a decision, enroll your team, and connect with your customers about it. These things show up just sometimes to give us a chance to say, "Wow, have I ever made a lot of progress. Isn't this great!" And, to give yourself a pat on the back.

Another one is "I have to do it all on my own." Women are very sensitive now that we're sort of the in the workforce in such a major way. We still don't want to appear to be needy or weak. Asking help is sometimes very difficult for us because we're great at multitasking and sometimes we should divest ourselves of some of those multiple tasks. You have to realize that you are really your business. Your business will only grow as big as you are willing to grow yourself. That's going to require a stretch beyond what your mind thinks you can do. It's going to require a stretch



emotionally that might feel uncomfortable. I think that's fine. We should expect that and not say that it's supposed to be a 'piece of cake.'

Maria: I think the thing is that when you recognize that the process is such, you're going to be uncomfortable...so get comfortable being uncomfortable. It's going to require you to stretch and that stretch could be financially or emotionally. It could be in your own visibility which is usually a big problem for a lot of women. It's going to require these things. With them, comes discomfort. If you say, "Okay, I understand that this is part of growing." It's growing pains and you can say, "There's no reason to get hysterical about all of this."

Carolyn: The big barrier that people say, "It feels uncomfortable" or "I feel scared." I know there are a lot of acronyms about fear, but the one that I love and I use with my clients is that fear is simply Feeling Expansion And Resisting.

Maria: That's great. Say that again, Carolyn.

Carolyn: Feeling Expansion And Resisting. It's like when you're blowing up a balloon. You have that initial thing and then you have to blow really hard. You expand and then it can grow from there. That's all it is. We don't have to take it personally. It doesn't mean it's about us. Why this inner work is so important, I believe, is because without it you can go to all the marketing seminars and the gurus and do what they say worked for them that you want to, but if you haven't grown YOU sufficiently, done your internal emotional homework, then it's not going to stick. It's not going to create the results that you want and you're going to end up frustrated and not feeling so brilliant.

Maria: Absolutely. I agree with you. You often use the word 'alignment.' Let's talk about that alignment so that people can get really clear. I think people get lost in these terms sometimes and it becomes sort of like, as I call them, social currency words but there's a real specific importance to this word. Can you share about that?

Carolyn: To me, alignment is an energetic. How is that energy flowing from inside who you are, your gut, your heart and then out. Does that inner vibration that you are speaking really match up and align with the external words that people are hearing



from you? When there's an alignment, there's a real power there. You can feel it when you're delivering it. Have you ever had those moments when you say something and you don't even remember what you said in conversation, but you gave somebody some information and then you feel like sort of a buzz in your body and the person says, "Oh wow, I really get that." That's because your words just resonated and landed with them.

When you create that alignment that flows into your marketing material it flows into how you deal with your clients, it flows into how you work with your team...it's great. With Brilliance Mastery I do this six step process to help people bring that alignment from the inside out. Just very briefly, it has to start with the first 'C.' This is about confidence. Really getting some of that emotional homework done so that you can identify your inner critic, release your limiting belief and tell your inner critic, "You know what, thanks so much but it's time for you to go take a little time out on the bench. I don't need to listen to you right now. I have a decision to make."

When you tap into that confidence and then from there, it's about getting really clear about your soul's purpose. What is the unique gift that you have to offer? We were talking a little bit before our call about everyone having a particular unique piece of the puzzle to offer. Our job is to just offer it. We don't have to worry about whether or not it's the right puzzle. Let the puzzle form around it. Let the people who need to hear your message form around it. But, let yourself be really clear about what your gift is and you put it out there. When you do that, you do it with grace and ease and real conviction and resonance.

The next piece is connection. Connection is really about, even before you speak, to tap into what is the outcome. For example, what is the vision that you see this business offering to your clients? Energetically, tapping into that vibration before you even speak it and then people will feel it. It's like a way to supercharge your communication skills.

Communication is the fourth 'C.' How do you communicate in a way that's really clean and clear? A lot of times, especially when we're at a place of maybe transition and there's a gap from where we are now to where we want to be, you can hear



that lack of clarity. It's like listening to a radio station that has static. There's sort of a nice tune there but there's all this other stuff. Especially, when you have conflict with somebody. A lot of times, that's where a lot of the static is. There's an underlying tone of "You were wrong about this, blah, blah, blah." You want to blame other people. Until you get that clear, you're muddying up your alignment.

The fifth 'C' is about conviction. How do you do it? This goes back to what we were just talking about. When you step out and you're in your brilliance and all of a sudden some people don't like it so much. Some people want to disagree with you. How do you not take it personally? How do you still be of service and deliver what you have to deliver, but realize you are not going to get accolades and kudos from everybody? That's just the way it should be. What you want to do is just be so firmly rooted in your conviction about who you are and what you have to offer and the value of that, that you will just trust that you will attract 100% of the right people.

The last 'C' that I support people with is celebration. This is so important. We have to put out but we also have to take the time to really take in. It's not all about giving, giving, doing, doing. We have to celebrate where we've come from...the little victories of the day. Give ourselves that fuel because if we don't, we end up grasping. We end up needing it from other people...from our clients, from our family members and we become like this open sucking wound wanting to siphon off other people's energy. With celebration, you can source that yourself. Those are some of the things that help with being congruent; having that authenticity in the marketplace and it just takes off from there.

Maria: That's great. I think it's really important for people. The whole celebration piece always brings to mind the thing of needing other people's approval.

Carolyn: That's a big one. That's a big trap.

Maria: If you don't have that approval, then you're not important. When you learn to celebrate your own victories and you learn to do that for yourself, then you can unfasten that attachment to other people and that's very important.



Carolyn: It is. A lot of people feel that when you're coming up and you need them to approve of you, it's like people want to back off. It's a lot to ask of somebody.

Maria: It is. I just want to make the distinction. We both have other important men and women in our lives who are friends and are part of our support circle where we'll do something...I'll turn around to one of my friends and say, "Does that look okay?" It's not necessarily needing an approval or whatever or important for them to approve of me, but to have an outside set of eyes saying, "No, that didn't work and here's what you might want to improve." There's a delicate balance between needing other people's approval and wanting to collaborate and create with other people and allowing them into your process and to see, "Well maybe this could be tweaked and that would be more powerful."

Carolyn: Absolutely. It goes back to this model of business that we're moving into which is not the competition, the dog-eat-dog. I'm going to get ahead by stepping on somebody else's face; it's more about the collaboration. You absolutely need to have people in your life who see the big picture for you, who have some perspectives that you can't possibly have on who you are, and to offer you constructive feedback. Otherwise, I don't know where I'd be because these kinds of support structures, groups, and trusted friends and colleagues who can give that to me...you can't even put a price on it. It's been so invaluable to me.

Maria: In terms of living your brilliance on a daily basis, what are some of the things that you do to facilitate that in your life?

Carolyn: One thing I do every day when I wake up, even before my feet hit the floor, is I pause and I say 'thank you.' I say a little prayer of gratitude. I visualize the faces of my kids and I imagine them sleeping in their beds still, even though they might be in the next room, and just giving thanks and love and offering blessings to them, to my family, and my dear friends.

I then just open up and ask, "Let me be guided today. Let me see how I can really shine my brightest light. How can I offer what I'm here on the planet to offer to people?" I just fuel myself with that gratitude. Often, I just start my day out with a



huge smile and some tears because it feels so wonderful to express and feel that gratitude so deeply in my heart. It's like I'm getting my little heart tanked up to start my day and to start from that basis. Definitely, I think another thing that's hugely important for me, and I need to remind myself of this sometimes, is to stop and appreciate myself.

One thing that I find is really effective and so simple to do, even at the end of my day, is writing down a list of five or ten things...what do I want to acknowledge for myself for today? I made this call or I had a great conversation with so and so. I walked to school with my son and he learned how to ride the bus today. Those little things. That's a great thing to do, by the way, with your kids. I've done that with my kids while tucking them in. I say, "What do you want to appreciate about yourself today?" They'll share and then I get a chance. This appreciation is part of the celebration that I think is really important today. It gives me some perspective. I don't know about you but I work in a home office and things seem to be flying at me even though I work largely virtually and I can get very caught up in some of the 'to do' lists. So, to have that as a practice where I can really just sink in and give myself a pat on the back for something. It's important.

Maria: I have my own little thing.

Carolyn: What are some of your key practices?

Maria: I am a big time meditator. I don't do it in the formal kind of way. I always think that meditation is perceived as being a kind of institutionalized practice when it's really not. For each person there's a different expression, but it's fall here in New York City and the weather is spectacular. What I do is when I get up in the morning, and my meditation shifts based on the season, I put the pot on for tea, I make myself a pot of tea, I put on sweat pants and a warm jacket and a scarf and I go up and sit on our roof. The roof here is quite beautiful and we have a panoramic view of New York City. There's something very peaceful about it because it's 6:30 in the morning, it's quiet in the city; people are just waking up. I sit up there, I have my pot of tea, I put on my meditation music and I sit.



I always start with “How can I be of service today? Where would you have me go? What would you have me do? What would you have me say and to whom?” It is my ritual of release, first of all, of my control in helping anybody. Often times what we do is we try to script how we’re going to help another person that day when, in reality, just being in their presence and saying, “Yes, I see you, I hear you, I recognize you, yes I can extend compassion to you today” or you say something simply in passing to somebody that has a profound effect on them and you have no idea. That, for me, is important not to script the miracle that day which is just a change in perception of another person back to who they truly are and what they’re truly here to be and do and have. To just allow spirit to work through you or through me in that day, in that moment, without it being contrived. I make a practice of starting my day with a variation of that every day. I sit up there and allow myself just to center and to express gratitude and thanks for everything. It really makes a huge difference because I’m different when I come back down from my perch and start my day in a different intention.

Carolyn: I like that. Life can get so busy and hectic. So, whatever you can do to create like a little anchor spot where you can stop and take some deep breaths. It can be that simple. I love the fact that you’re also outside. Being outside is another great way to clear your mind, let things that have been building up and bugging you over the course of the day just sort of melt away.

Maria: It really is all about managing and setting yourself up to deal with challenges and overwhelm and sometimes it becomes hard to find your center or believe that you have a gift. It’s a practice that allows me to do that. I’m sure everybody encounters those moments in themselves. I’m sure you have as well, Carolyn.

Do you have any tips in terms of how you deal with that?

Carolyn: You mean in those moments when I wake up and say, “What the heck am I doing? Who was I fooling by thinking I would start this initiative?” Yes. I absolutely do have those moments. Those are those moments of contraction and I just feel like, “What was I thinking?” What I have found to be really helpful to do is, first of all, know that those moments of contraction are absolutely normal. I think this is another trap that



people fall into, especially when they start to open upon a little bit more maybe in terms of their consciousness or their spirituality or however that looks for them. We have these moments of “Wow, I didn’t know I could do that.” It’s like one step forward, two steps back kind of days. We’ve had that taste of sort of “transformation or enlightenment” and now we’re back in our old pity pot. Sometimes what we do is we’ve had that taste and we want it back again so badly, we start to beat ourselves up about it. “You should know better. You were doing it so great after you went to that seminar. How come you’re back here?” The first thing that I do I learned from one of my teachers. She said, “You need to love yourself forward.” Often, what I will do and I’m lucky I have my kids, but they’re getting older now. I also have a dog. I sometimes just look at my dog and she’s my reminder, my anchor for me, where I will say, “If she had a bad day or she had a bad moment, what would I do? Would I start to berate her for fifteen minutes at a time? If I treat myself with the love and compassion I treat my dog, that in and of itself, will create a big shift.” She’s a reminder for me to love myself forward.

The next thing I do is I actually have a bit of a game plan. It’s like in the case of emotional freak out and extreme self doubt, I actually have a list of people that I will call. I know who they are and I will give them a call. They are the kind of people I can call at any time and say, “I need to talk with you. I need to let some stuff go and I could use some perspective. Can you give some time to listen to me?” They will say ‘yes.’

Also, another thing in the rescue plan is to write in my journal. If I’m having a lot of those swirling thoughts, I grab a piece of paper and get my journal out. I will just start to write them out. The longer I hold them in my head, the more they feel like they’re true, they’re real. It’s the whole truth about me and nothing but the truth about me and it makes me feel horrible. As soon as I write them down on paper, I feel a relief. “Oh, wait a second, it was just a little part of me that’s feeling like that.” It allows that grander vision of myself to come in and take over and say, “Oh, honey, you’re just having a little moment of contraction and that’s normal. That’s part of the growth process.”



Think about childbirth. It's not all just about expanding. You need to have some pretty intense contractions to produce a beautiful baby. If you just expanded, you'd be like a little splat in the hospital bed. You need to have both. That's how I try to manage that. In the Unleash Your Brilliance Boot Camp one of the things we're going to do is have people create their own very simple action plan for 'what are you going to do when you get in the stew pot and you know you need to shift...how are you going to do that?' It's always best to come up with that plan in advance than the moment that you're actually in the stew pot.

Maria: Absolutely. Having an action is really good. Having the support system in place is really good. One thing about a support system is that sometimes, I'm just going to offer this to the audience, the person you're calling is not necessarily there to give you advice but to hold the space for you.

Carolyn: Yes, thank you.

Maria: Sometimes it's not helpful. Your job is to learn that you're not there to rescue another person but to hold the space for them.

Carolyn: By holding the space that's the greatest gift you can offer somebody sometimes is just to listen. It's in the course of you hearing all the stuff coming out of your own mouth that you finally have your own shift just because you were able to express it. I totally agree with you. The "fix it, change it" mode of friendship support or collegial support, it's not good.

Maria: Honestly, it breeds a lot of resentment.

Carolyn: It does. Here's the thing. One image I write about is the journey of a piece of coal turning into a diamond. It goes through intense pressure. So much pressure that it actually has to change its molecular structure and it becomes a piece of diamond. It didn't start out that way. That's the same way it is for us as human beings. We go through this intense pressure. Sometimes those well meaning friends of ours who want to give us all the advice, it can be a distraction because it's the process of us expanding ourselves so that we can handle and pass through and just not be cooked in that pressure is what we need. This is something where nobody needs to be fixed.



Sometimes we just need to be supported, listened to, and the best thing you can do is say, “Wow, and what can you learn from this because I know you’re going to come up with a doozy gift out of this situation.”

Maria: It’s all about changing your perspective about the situation which you touched on at the beginning of the call. I’m wondering, what you do know now that you wish you knew at the beginning of your journey into entrepreneurship, especially as a woman?

Carolyn: There are many things but I think one of the most important things was to not go it on my own for so long. My dad was a university professor. I was a good little student and did the whole Harvard thing, so I was always very good at knowing I needed to learn my skills as a coach and I’m going to be a coach. Then, I realized that learning a skill set and actually marketing your skill set and creating a business were two different things.

So, I became another student again. It took me a little time to realize the value of connecting to a group of like-minded, like-spirited folks. It is interesting because I know how important it is that, especially in this situation of divorce, you connect with people who have been in your shoes, who understand that experience, to walk through it more quickly. The same thing is true when you’re in your business. To do it alone for as long as I did was, in retrospect, well it worked out perfectly, but I would just offer to people now...don’t do that because there’s nothing new under the sun. There’s no reason for you to go off on your own and reinvent a wheel in isolation. Coming together and creating this Unleash Your Brilliance Boot Camp where I’m going to be teaching a group of women entrepreneurs and there’s so much learning that comes from those group environments. I will offer as much wisdom as I possibly can, but sometimes the most fantastic wisdom comes from the people in that circle of learning. There’s so much amazing support and insight that you’ll get.

I think the other thing that I wish I would have understood earlier is about this partnership, this integration. I think another part of this shift that’s going on in business is about integrating. It’s not just about the brain and your mind, but



integrating it with the heart and your spirit. When I went through my marriage and we started to have some difficulties, I thought “I have to figure this out.” It’s not a math equation. You can’t just sort of grunt it through and you get a bigger computer to solve it. I needed to learn how to listen to my heart and trust my gut. It’s in that partnership and knowing that my brain is just a tool, but it’s not the only tool at my disposal and to be able to consciously choose to use both and the situations when I should be using what was really huge for me. I think that’s another piece that I wish I could have been a little clearer on.

When you’re not so committed to what your brain knows because your brain will only reference from its past experiences, your heart will speak things that are outside of the box. This is something that you’re so fantastic at, Maria. You’re not constrained in any way to how it’s supposed to be done or “at Corporate America we did it this way.” You have a flow of creativity that is really fueled by your spirit and your intuition. That’s what you go for. I would just say to everyone listening to this call, don’t limit yourself to what your brain thinks you can do. It doesn’t have to be a straight line from where you are to where you want to be. You could make a quantum leap just through opening up and tapping into that spirit part.

Maria: I think the question that I would ask everybody to consider is when you think about your business and you think about your customers and your clients and whatever it is that you’re offering, is to take a moment, take a deep breath and say, “How can I serve these people better? What is it that they really need? What is it that they’re totally over right now?” What is it? Just sit with that for a few minutes and then the answer to how you can deliver your message, your brilliance, your magnificence will come to you.

Often times we will say, “No, I can’t do that. That hasn’t been done before. I’m so over that.” That’s just not going to move and shake the world and rock your bank account. It’s understanding that you’re here to serve those people and then to start asking that question of your soul, of your heart of whatever your belief system is and whatever that higher power is. What is it and how do you want me to do this? Don’t say ‘no.’



Carolyn: It's hard. I teach this stuff and sometimes it's hard for me. It's like "I'm not really sure that's..." and then spirit will say "Okay" and it will be quiet for a while. You're bringing out a great point and I think this is really important for all of us who are entrepreneurs to really get. I certainly got this as a coach. This piece about integrity and authenticity is so critical. If you are not willing to do what you are supporting your clients to do and your services and programs, it's not going to work. This is one of the most amazing magical processes of being a leader and an entrepreneur of my business is that it will bring up every issue that you have. The great thing is that it brings up every issue so that you can see it and you can shift it and you can release it. In so doing, you're going to pop into this new level of your brilliance and you're going to bring your clients along with it and they're going to love you for it. It's an energetic. So if you're not willing to do the kinds of things that you are saying that your programs offer, there is a disconnect that goes back to that alignment; it's not in sync.

Maria: And it shows. Also, your clients can be your best teachers.

Carolyn: Yes they are.

Maria: What's the most important tip or insight you'd offer to women entrepreneurs who want to really get out there and pour their brilliance out into the world?

Carolyn: The most important thing and, again, I'm raising my hand here because I fell into this, is that I thought it was all about a lot of learning and collecting a lot of information. With the programs and seminars I've been to, I've certainly amassed a huge amount of information. But information without action doesn't mean much. It will not translate into anything. It would be really a sad thing if people came to the Summit and thought "Oh, that was really great but what did they say the other day?" It just becomes like an academic exercise.

Information plus action will get you results. That's what grows your wisdom. You need to structure to take that to the next level to a deeper level. It's not just interesting information like "Oh, what's the weather like today?" It's actually seeping it into your bones, into your business plan, into your conversations.



Otherwise, it's just going to be a very pleasant memory and then life will go on and your business won't be any better as a result of it. You will still be stuck with that foundation. I've created the Unleash Your Brilliance Boot Camp to help people who really want to not fall into that trap of just accumulating information and then not do anything with it. There are some very simple ways that you can take what you're learning here from this call and from all the calls in the Summit and put them into action in a very powerful, simple, elegant way.

Maria: That's great. It sounds amazing and I want to know more about the Unleash Your Brilliance Boot Camp. Can you tell us a little more about this?

Carolyn: I would be happy to. The Unleash Your Brilliance Boot Camp is something I am offering to people who have been at this Summit. It is a way to, as I just said, take the information that you've learned from the Summit and turn it into wisdom and that you can use in your business right away. It will take place in the form of four 75-minute follow up group coaching calls. It's happening in the month of November. If people want information about it in more detail, they can go to www.UnleashYourBrillianceSummit.com/BootCamp.

You will get some structure. You will be working in a group setting with me and a group of like-minded, like-spirited entrepreneurs like yourself. I'm going to give you some specific tools that you can create this alignment and flow that we've been talking about. We're going to go more into depth about some of the major stumbling blocks that women entrepreneurs face and how you can overcome them. We're going to talk about how you can build a solid emotional and spiritual foundation. It's this foundation piece that grows you so that you can in turn grow your business. Remember, your business can only grow as big as you're willing to grow yourself.

Just very briefly earlier in this call we talked about the six 'C' Brilliance Mastery Stages which are so critical to helping to connect you to your purpose, to allow you to speak with passion, and enjoy huge profits in your business. We're going to go into each of those six things and find out where you particularly are feeling a bit stuck and get you unstuck really quickly. Each of the calls will have a live Q&A



portion. I love that because it will give me the opportunity to answer questions, to coach people on the specific issues that they've had going on, and we're also going to be able to have you learn and share with some other amazing brilliant women entrepreneurs like yourself. Again, like these conversations have been, this is not like "Oh no, we only have five minutes to talk about this." It's going to be very organic. These Q&A sessions are going to be really powerful and people will learn a ton.

Also, with the Brilliance Boot Camp, people will create their own person Brilliance Blueprint. I've created some documents and exercises for you to do so that you will walk away with your action plan that is for you so that every day you can answer that question "Am I living at my 100 watts? What can I do today specifically in life, in my business, so I am shining at that full 100 watt potential that I have." That's what it's all about. People can go to www.UnleashYourBrillianceSummit.com/BootCamp to find out more.

The investment in the program is only \$247. That's really great and it's because I want to get this information out to people and I just feel like there's so much synergy and the time is right. The time is right for this shift and for women to step into leadership. More and more people are doing it and I think we can support people to do it faster.

Maria: I agree. I think the components that you outlined are fantastic. The Q&A is important because you want the remote learning, but you want to be able to ask a question and get an answer from a live individual. I think that's really wonderful. That's an added bonus there.

Carolyn: Like I said, there are more details if people want to go to the website. I'm offering different pay options as well to make that easy for people and their cash flow. www.UnleashYourBrillianceSummit.com/BootCamp is where you will find the whole scoop on it!



Maria: That's fantastic! Carolyn, I thank you so much for sharing all of this wonderful information with everybody. I just know the Brilliance Summit is going to be fantastic for everybody involved.

Carolyn: Thank you. Maria, I just want to thank you so much for being my compadre and my interviewer here in this session today and for having this conversation. You are fantastic and what you are up to in the world just blows my mind and it's so important what you're doing. I want to remind people they can find out more about Maria Gamb, who has been my special guest here today at www.MariaGamb.com.

Again, I just want to invite everyone as we wrap up just to take the wisdom and insight from this Summit and truly maximize the investment of your time and energy because you've all done that. You've been here and I know how valuable your time is. I truly hope that you will join me for the Unleash Your Brilliance Boot Camp. It starts the beginning of November and all the details are at www.UnleashYourBrillianceSummit.com/BootCamp.

Thanks so much, Maria!

Maria: Thank you. Have a great one!