



The Women Masters Interview with SARK

AMY: I just want to remind everybody to get into that place of receiving. Get ready to receive some love, some nurturing, some joy and some inspiration. As most of you know by now my name is Amy Ahlers, and I'm the creator of the Women Masters and also the CEO of Wake-Up Call Coaching. Welcome to the expert call with the amazing, succulent, ripe, juicy SARK. I know all of you can tell from email reminders that I'm just unglued with excitement for our call today; SARK has been such an inspiration to me. My vision for this series is to allow people from all over the world access to the most respected and most inspiring women experts of our time, so everybody on this call can get in touch with their inspiration, can get in touch with their joy and be reminded, even during challenging times, that you can use that magnifying glass, as SARK teaches us, to magnify the positive, wonderful spaces in our lives, even in the midst of the dark places, as well. I want everybody to wake up and step into your power and genius on this call.

To that end I'm delighted to welcome SARK. I have to read your bio, SARK, because it just cracks me up so much what you have as your introduction. I'm going to read this and then we'll get into the meat of the call, as people keep joining; we have hundreds already on the line.

SARK, which stands for Susan Ariel Rainbow Kennedy, has had 250 jobs from ages fourteen to 26, and found at that she was mostly unemployable, and has been self-employed since. Sound familiar to anyone out there? She's written and created fifteen bestselling books since 1990. She has a company called Planet SARK, which is at PlanetSARK.com, that creates products and services to support empowered living. She is a proud procrastinator and a part-time perfectionist, and sometimes happy avoider. SARK is avidly and consistently practicing loving herself and other human beings. She spends a fair amount of time avoiding, judging, blaming and surviving. However she spends more time forgiving, learning, enjoying, loving and creating, and she wants you to know that you are powerfully gifted, amazingly creative, and can easily inspire yourself to do the work of your deepest dreams. SARK is here to facilitate your journey from thinking about your deepest dreams to living them. With that, a warm, enthusiastic, juicy welcome to you, my dear SARK. Welcome.

SARK: Amazing Amy. For those of you who haven't heard my voice before, I want to say that I'm splendidly human with a big fat cold and cough, and I seem to cough when I laugh, so I might be slightly more subdued in the laughter department, but I probably will also forget that and start laughing and coughing.

AMY: Perfect! How perfectly imperfect of you; I love it!

SARK: I know. I actually thought I'm so grateful that I can talk, because as of yesterday or the day before, there was no talking, so I'm so happy. I'm so happy to be able to breathe and talk and laugh, and be on this call.

AMY: Excellent. We're happy to have you. I was wondering, I thought an interesting place for us to start is I am curious, I am really curious about how you started your inspiring, amazing career. How did you come to having this playful style? How did you begin?



SARK: I like to say I didn't go to college, I went to collage. I did go to college, but right before graduating I decided it was a big racket, and I didn't like the whole concept of degrees. I don't feel that way now, but at eighteen, nineteen or twenty, whatever it was, I felt that way. I quit and I established my own college, ongoing college, which, by the way, I'm still in. I had all those jobs and it was just clear that I needed to commit myself to be the artist and writer and creative spirit and teacher that I knew I was. At 26 I made a declaration that I would do that, but I said something very dangerous, which turned out to become true, as it always does when we say things. I said, I'm going to do this, I don't care if I have to starve. Of course, it was self-fulfilling and I starved. I don't recommend it and I don't believe anyone needs to do that, by the way, but it was my path and I learned a lot from it.

At that same time, I had met a lot of millionaires, I had actually become involved with a millionaire when I was eighteen, who took a great interest in me, and I spent a lot of time with that millionaire and other millionaires, and I found them to be dreadfully—for the most part—unhappy. It was inherited wealth and they were terribly miserable with their money. I thought that money must be the problem, so I decided this would be a good time to opt out of the money system. It took me years to figure out that they were the problem, that the money wasn't the problem. I spent between ten and twelve years outside the money system, living on barter and trade, and doing my art and writing, and living an adventurous, very unusual life. Finally I was called to the page, I was called to the world. It reached an end. I realized I had a lot to share and give, and it was time to start sharing it and giving it. In 1989 I wrote a poster called How To Be An Artist, and a friend was visiting, and I read the poster to a friend; it was in my journal. He said, wow, that should be a poster, and so I tore it out of my journal and put it on the wall and said, there, now it's a poster. It was crooked and some people may not know, it was my statement that we are all artists of life. I had my cat at the time, he was a young cat named Jupiter, and he would get up on his hind legs every day, every morning, and peel this poster off the wall, and it would land on the floor, like whoosh, and it would wake me up, and I was really annoyed—Jupiter, stop it!—and I would carefully fix the poster back up on the wall. After a week of this I thought, you know, maybe he's really trying to say something, so I took the poster, and I knew there was this metaphysical shop in San Francisco, and I took it there and I showed it to them. They said, well, we could try to put this in our catalog; it's very strange, it's very crooked. It was all crooked and it said stay loose; learn to watch snails; plant impossible gardens; invite someone dangerous to tea; make little signs that say yes and post them all over your house, and it goes on for about 40 more unusual phrases, all written in different colors. I went off hitchhiking to Big Sur and they put it in their catalog, and when I came back, there were these rather frantic calls from them, saying that they had hundreds of orders. Honestly, I didn't think it sounded like that many. I think they said there were 200, but I didn't understand the catalog business, and I also didn't realize that I had agreed to hand make these.

AMY: Oh my goodness!

SARK: I had to sit down and hand write 200, and then the next order came in for 300, so I sat and hand wrote 300. At the end of writing 500 of those, I declared that I could never handwrite them again. By then the next order had come for 1,000, so I invented my business, which at that time was called Camp SARK, because I was also writing other posters. I created eighteen



other posters on eighteen other subjects, so clearly I needed help. I did my own version of printing. It was a handmade piece, but it involved high quality color Xerox, and I went into business with the metaphysical shop, and I ended up creating 250 different products, and built my business into about a \$2.5 million company.

AMY: Oh my lord!

SARK: I know; isn't that a great story? But let's mention that I made 11,000 by hand, with that method that I just mentioned. After I hand wrote them and then invented a new way, I did make 11,000 that way.

AMY: Oh my goodness! That is absolutely astounding

SARK: I know.

AMY: Well, and talk about going from not, into the money world, to a \$2.5 million company. I mean, wow.

SARK: And people said, did you ever know this was going to happen, and I'd say, yes, I just wondered why it took so long.

AMY: Right.

SARK: And what took so long was me; me getting out of my way, as we've all heard, but I didn't realize how much I was impeding the progress, and not just progress, but the movement of my own soul, and my own artist and writer's soul.

AMY: I'm just thinking of all the listeners on the call today really hearing that. How is everybody on this call, how are you getting in your own way? How is that showing up for you? SARK, how would you say that you got out of your own way? What is that process like for you?

SARK: Well, it was marvelously and splendidly imperfect. It involved doing many things badly and making lots and lots and lots of mistakes, and as a full time perfectionist at the time, this was very challenging for me. I kept thinking there must be a book about this, there must be someone. There weren't as many coaches at that time. There wasn't this kind of telephonic and online support, and I was floundering, and I just kept going, though. I think being willing to risk everything and keep going, no matter what, it pretty much always works. I know, it sounds so simple. When you're in it, though, the alternatives were so dreadful. I knew that I couldn't do any of these jobs, and I had done so many and learned so much from them, and I knew I had this vision that I needed to share, and that people wanted to have, so if I was going to get caught up in being afraid of mistakes, I was going to deny people a lot of goodness.

AMY: It's such a moment of bravery to say and claim and own that you do have something that the world needs.



SARK: Yes, and you know, it doesn't just happen once, because I've had other junctures where I've needed to reclaim it.

AMY: Right; yes.

SARK: Let's all remember that healing and change happens in spirals and layers. It does not happen like a ladder. That's why I don't like books that say seven steps, or five easy steps. It's like, okay, let's put five easy steps, including falling down, losing the ladder, and not even knowing why you're stepping.

AMY: Right; yes. Oh my god, every time I hear you or read you or am in the presence of you and your work, I just cry the whole time. I laugh and I cry simultaneously because it's just so powerful and true and honest. There is so much darkness. There is so much challenges going on right now in the world, and I was hoping you could speak with us a little bit about that. How do we heal those? How do we heal those spaces in ourselves and in the world? What's your prescription for that, or your advice for that?

SARK: It's absolutely the integration of the dark and light. It's the integration and it's looking, like I say, look in the dark places, but you can use a flashlight. It's realizing that the negative, the dark, the disturbing, have all come to heal us. It's not against us. It's all come to heal us. Everything is falling apart because we're building something new, so it's a magnificent shaking up of everything that's the most necessary thing, and to look at that with love, too, which of course is the hardest part. I trust it. I invite anyone listening to trust it, and to not turn away, and to not become so saturated with it that you're forgetting the balance point, because, again, we need both. We don't need people running around, saying they're happy when they're not, or that things are good when they're not. We need everyone feeling how they feel, and being how they actually are, and then we need the light workers working. Everyone's a light worker. Everyone's working in shadow. We're all doing this work together. I find it tremendously exciting that we're all in this now, this awareness that there is no separation.

AMY: Yes, and I love that. I love integration being the key, and such a beautiful thing that you write about in Succulent Wild Woman, is that how to investigate your dark places with a flashlight, and then also, how there are those things simultaneously existing in the world, in us, in your mom, in your dad, in your baby, in all of us; it's the human experience to have those things balancing out at all times.

SARK: And also, what's the re-frame? Whatever it is that's occurred, whatever conditions are existing, what's the way to re-frame it to find the most use? Instead of recoiling and reacting against, what can we do to go toward? My therapist used to say, breathe in the direction of danger. Rilke says let everything into you, the beauty and the terror, because the more we turn away from what scares us, the more it grows.

AMY: Yes; it's that what we resist persists saying that's so out there these days.

SARK: Yes, and it's a stereotypical saying because it's true.



AMY: Right.

SARK: I hate it.

AMY: Oh my gosh, it reminds me of the place in your book, in one of your books, where you say, control is an allusion, safety is an allusion, and I really don't like this fact.

SARK: Yes, I know. I just want everyone to know. People, it's so funny, if they haven't met me or they haven't spoken, and they sometimes read the books, and they just think that I'm just sailing merrily along, and of course if they read further . . . and then what really gets further is if they've read something from ten years ago that I actually have moved through, and they think that I'm still there. Someone just wrote, I know you don't like flying. Well first of all, I never said that, that has never been true, so, you know . . . I still tend towards being controlling, but believe me, I've shifted a lot, and thank heavens we're all growing, learning, changing, transforming together.

AMY: Yes. I'm curious about that, because that's one of the things that I think is so powerful about your writing, is that it's astonishing, the honesty and the rawness that you write with. I'm curious, knowing that you've been writing for so long, there's so many books out there of yours, what is it that you truly are struggling with these days? What are those dark places?

SARK: Great question, Amy, and I've love to just bask in the glow that I'm so raw and honest, but I will admit that there's many things I haven't written about or admitted, and let's just be sure people know that, too.

AMY: Yes, thank you.

SARK: I'm writing a memoir right now, and I'm writing about those years with the millionaires and billionaires, and a lot of it is not very attractive, and it's definitely more shadow and more embarrassing. I'm not sure, you know, it's like I just thought to myself the other night, why am I writing this? Why am I writing this, and the answer comes back, because it's a liberation. It's a liberation. Why do there need to be secrets in places we can't share and tell? Also, I know that it can be of use, but mostly I'm writing it for me, which is how I wrote all my books, by the way. I didn't write them to help other people. I'm glad other people receive things from them, but that's not why I wrote them. We really do write what we most need to learn.

AMY: Yes, and as a coach I'm always like, I'm always coaching myself.

SARK: Yes. Don't you think it's absolutely transpersonal?

AMY: Yes.

SARK: So what else am I struggling with? Probably a lot of the same themes. I'm in a new love relationship, which is just about nine months old, and it's my biggest life partnership so far, and it's bringing up everything that scares the wits out of me about being intimate with myself and with another person. I'm practicing and learning self-love, which means that I'm dealing with



the opposite of that. If you're practicing loving yourself, what happens when you don't, and when you can't stand yourself?

AMY: What does happen? What happens for you?

SARK: I go screaming into the night. You know, I flail, I get stuck, I call for help. I have lots of help. I admit, I make confession to myself and others. I practice because it's a practice. We don't just learn these things and then they stick to us, and then we say, oh, I feel so resolved and full of myself. That's not what self-love is anyway, by the way.

AMY: No. What is it? What is self-love?

SARK: Self-love is the most basic thing. It's you loving you, so that you can love the world more, and we were all taught to do it, and even the Bible says love thyself, but none of us were taught how to do it, or certainly never to talk about it. This happened, by the way, a few years back. I was in an elevator, I was in New York in a very fancy hotel, and I got into the elevator, and here was this man in the elevator, by himself, just beaming with energy, radiating energy, good energy, so much so that I was almost knocked over by it. I said to him, wow, you have the best energy. He said, thank you, I'm so in love with myself. I literally thought, can he say that? Like, how can he be saying that? Then I thought, isn't this funny, because we're all taught don't get a big head, it's selfish, you're self-absorbed, he's a narcissist. None of that's true; the purest form of self-love is absolutely essential to be able to love anyone else. If we weren't able to love ourselves, we really wouldn't have children, and we wouldn't marry, we wouldn't walk around wondering how other people are. We already doing it, but we're maybe not doing it consciously, actively, and with great wonder and choice. I'm on this mission now. I think of myself as a full cup of love, sharing overflow with other people, instead of walking around like a half empty cup, trying to get filled, and there's a lot of people that do it that way. Oh, he didn't call; she didn't call; I didn't get this; I didn't get that. If when we fill ourselves up, then whatever else comes is just marvelous gravy; it's not something essential.

AMY: Right, and that's the thing that's so inspiring and interesting to me, the concept of self-love and how to do it, is that there isn't that, like you were saying, to do list: love myself, check. Now that's complete, let's move on. It's like, oh my god, daily practice, every single day, and then it changes. It used to be that taking baths rejuvenated me, and now that doesn't work at all, and trying to really just go with that personal relationship with yourself, and see what's new that day, and that moment.

SARK: Really well said, Amy, and the other thing is that, like you say, it changes, and new experiments are called for. New experiments are called for.

AMY: Yes. I welcome everybody on this call to look at that. What is the experiment that you're willing to do, to help you create more self-love? Where is that place? What is your self-love hungering for right now, and practice that today. Figure it out and do it today.

SARK: Yes, and really consider asking yourself and other people how well are you loving yourself today. What a wonderful dialogue to have, to come up and say, hi, how are you? Oh, I'm



really loving myself well today. Oh good, tell me why. Gather other people's knowledge, and have dialogue about it, and be brave enough to say I'm so in love with myself. Do, of course, watch who you practice with, because in some cases . . . it's very funny, I was sitting at Omega, where I teach sometimes, and I was sitting at this big, round table. This was before I met my partner, so I was a single person, a consciously single person, which I had been for ten years, by the way. They were all couples, at this table, and they were all talking about love and self-love, mostly just love, and they were telling experiences. You could just feel the energy as it went around the table, like what was the single person going to say, because they were all, oh, I love when you do this. So it came to me and I was completely ready, and I said, oh, I'm so in love with myself, and I'm so excited to love myself even more, and maybe one day choose to have a partner, and I start giving examples of loving myself, and they were all just elated. They were so happy that I was this person. These self-love practices, I really want to offer to people some of the self-love practices that I do. They're really simple and one of the first ones is wake up and start hugging yourself when you wake up. When I first started doing this I felt so ridiculous, like I'd hug myself, I'd think, huh, and does that really work? Now it's developed into about five minutes, sometimes ten minutes of rolling around in bed, hugging myself, saying all these endearing things, kissing my shoulders, saying, oh, Susan, you little darling, you little darling button, I love you, you little cutie pie; you're such a little sweetie pie, and by the time I get out of bed, I feel like ten good friends have hugged me. All my endorphins are raised and I'm ready to share love.

AMY: That's great.

SARK: Yes, and that's just one, but that's a really simple one.

AMY: That's great, and I have to tell you that the marry yourself first exercise that's in Succulent Wild Woman, I blogged about this the other day, but I received your book in 1999 after I'd just broken up with a live-in boyfriend of five years, and I was moving out and my dear friend Susanna gifted me with your book. She was also going through a break up at the time, and we would just cry and cry and cry on the phone together, and in person, and just were really good, dear friends to each other at that time. We decided to go and buy a ring for ourselves. We went to the beach in Malibu and did an actual, with our other friend Arianne, did an actual marriage ceremony for ourselves, and wrote vows and did the whole thing, and it was so powerful and so empowering, and in fact, I truly believe it's one of the reasons that I met, shortly thereafter, my now husband, was because I so was not needing love from anybody to feel loved, so when he came in it was like oh, great!

SARK: Oh, good, here he is; fun!

AMY: That's fantastic; great. I don't need you, but I want you. Total different place to come from, so thank you for writing that and I'd love for you to tell people a little bit about that practice of marrying yourself first.

SARK: Well really, it's another version of self-love, but so many people wonder when they're going to meet their partner, if they are, so there's a way of giving to yourself what you say you want, and that's a really significant one. Marry yourself and promise never to leave you. Once we really



take ownership of that, that we are really married so profoundly to ourselves, we are our own best friend, and that's indelible; it can never be broken. That gives a certainty and a platform of profound self-love, where you really are unshakeable, and no matter who comes or goes. There's a wonderful expression by Gerald Jampolsky, who wrote Love is Letting Go of Fear: the arms from which you've come to expect love may change, but the love itself may change. Isn't that a good one? Even when we've found someone that we love so deeply, we cannot project onto them that they are the reason we feel love. We feel love because we see our inner being reflected in them.

AMY: Beautiful. I'm curious, I'm jumping to another topic, but you use the word succulent and succulence so much in your work. What is the significance of that word to you? What does it mean to you?

SARK: A succulent is a plant that gets its nourishment from the inside, so it gathers water from the outside and then it feeds it to itself as needed. That's really the self-sustaining model that I'm talking about. Then succulent always makes me think of ripe, juicy, whole, round, rich, rare, and female, and also, of course, male. When I wrote Succulent Wild Woman, I wrote on the back, men are welcome in the land of succulent, wild women, and then all the men came out and they were peering around the bookshelves and they were poking into the bookstores. I realized that they were succulent, wild men, and so I wrote The Bodacious Book of Succulence to honor all the succulent, wild men in my life, including my cat, Jupiter. It really is succulent, wild people, but I wanted to make that statement about succulent, wild women. It was very important to me to write that, just for women.

AMY: Yes, so everybody on this call, if you don't have that book, please run out—run, don't walk—run to go get this Succulent Wild Woman, and any and all of SARK's books, because they are all just fantastic. I can't say enough good things about them. We actually had a question e-mailed in that I want to make sure to say; it seems like the appropriate time to do it. She wrote, and I'm sorry I don't have your name. You know who you are, caller out there that wrote this wonderful question. She says, how can we continue to live vibrant, bodacious, empowered lives as we become wild, old women?

SARK: I love that.

AMY: What a great question, right?

SARK: Yes, and of course, the subject of I would call it conscious aging is of great interest to me as I just arrived at 55 this year, and I'm so excited about that. I'm convinced now that the description . . . I used to hate the term middle aged. I just thought, oh, middle aged, who wants to be middle age? I was planning on living to 130, so I was thinking middle age then is about 65 to 70. But I have a new definition for it, which has completely changed my feeling. I used to live as such an extremist, so I felt really good or I felt really bad, and a lot of this, by the way, was biochemistry, which I really, really support people in finding out about their biochemistry. But anyway, I was living as an extremist, thinking that the middle part was boring, like the middle part was boring, and I now know that the middle part is where all the juice lies, so that's really what middle age is. You literally get to live in the middle, and I'm so excited. So again,



practice, because we get older but we don't necessarily consciously age without practice. All the more important to do all of the wonderful work—the meditation, and the self-love practices, and the giving, and all the things that we know.

AMY: Great. Talk about a beautiful and inspiring representation of re-framing.

SARK: Yes. I am the re-frame shop, by the way. It's the SARK re-frame shop. I think I really am going to open some kind of shop and it's going to be called the SARK re-frame shop.

AMY: I love it. Yes, please. I wanted to know about . . . you write in your description of the workshop that you run, you say something about creative dreams made real, the game, the SARK game, and I'm curious about that and just wanted you to speak about creativity for a moment, because you're such a master at it, and I know that it's such a vital part of who we are as human beings, as you like to say. Tell us about that game and about creativity in general.

SARK: Creativity. We are all so creative. We are all so creative, so that's number one. Everyone, have awareness that you are so abundantly creative. We don't need to go take a class or sing or paint to prove that we're creative. That's number one.

AMY: So for any of the people out there that are like, but really, SARK, I'm not creative, I'm Type A all the way, I crunch numbers all day. What do you say to those people?

SARK: They're creative in other ways that they may not be thinking, like, for instance, and you know this: parents are the most creative people we have. If you're going to spend time with a child and not engage in creative thinking, you're going to be miserable. Our culture, by the way, is the only one that splits it up into the creative people and then the not creative people, so it's absolutely crazy; it's just crazy. That's number one.

Number two, I don't know why I'm numbering these, but anyway; that's another thing. I know, I'm suddenly on some kind of obsession. Make Your Creative Dreams Real was a book that I wrote that would have been a 600 page, handwritten book if I hadn't chosen to do creative typeset, which turned it into a 300 page book, but it still is a book that can be overwhelming. Some people don't learn in the way that it's set up, so I decided to turn it into a card game. That Make Your Creative Dreams Real card deck is from that book, and it's a wonderful way. You can play it with yourself, you can play it with other people. I do it at workshops so that people can loosen those places. We have creative dreams and we often keep them in drawers and closets and computers, and in our heads, and we don't share them. We maybe share them with one or two people, like your best friend knows and some other person knows, but that's it. Meanwhile these dreams don't get moving. The good news is dreams don't ever go away; they will wait all your life, so they really don't go away, and that's wonderful. However it can be a lot more fun and joyful to do them along the way. It so exciting and I talk about this in workshops, and I'll tell this to everyone. The importance of speaking your creative dreams out loud cannot be underestimated.

A few years ago I was on a plane going to Arizona, where I do a workshop each year called Celebrate Your Life. It's in November in Scottsdale; it's called Celebrate Your Life; it's fantastic.



It's speakers from everywhere, about 3,000 people converge on this wonderful place, and it's just fantastic. Anyway, I was going there and I'd gotten a middle seat, and I thought, what was my assistant thinking? Why do I have this middle seat? Then immediately I thought, well, there must be someone wonderful coming to sit in the window. So sure enough, here comes this woman. She's wearing this turquoise jacket; she has this great energy. She sits down, she's going to see her friend in Sedona, we start up a conversation, and she says, where are you going? I said, I'm going to a conference called Celebrate Your Life. She said, well, I wonder if you're going to see my favorite author there, and I said, well, who's your favorite author? She said, SARK! I said, oh, that's so funny because I'm SARK. Then she said, I know, that's just how I feel! I said, well, no, but I mean I actually am her. She goes, I know, that's just what it's like. I had to resort to writing I am SARK on a piece of paper, to which she started screaming at the top of her lungs. Now we're seated together for the next two hours, and I love asking people what's your creative dream, so of course I asked her. She said, it's so funny that you asked. She says, I have a dream but I've never told anyone. She said, I'm a painter and I sell my paintings in galleries, and I have a dream to do something more with my paintings. I said, well what would it be? She said, I envision going into nursing homes and meeting with the resident and doing a painting about their life, and having it hang in their nursing home room. I just got chills, I started to cry, and my mother was in a nursing home at the time, so it was even more meaningful to me. So of course I whip out paper and we start making micro movement wheels together, which is what I do to get things moving and to completion. She had ten micro movement wheels by the end of the plane trip, and was off and running, and I think she's doing it in four states already, and planning to do nationwide.

AMY: Oh my gosh; wow!

SARK: Yes, so the importance of speaking your creative dreams out loud. I have an inspiration phone line, but I think I just thought of this. I think it's time to have a creative dream line, and have a place for people to speak it out loud. In the meantime you can use the inspiration line for that.

AMY: Yes, great, so the inspiration line, just to that everyone knows, you can call it any time of day. The number was in the reminder e-mail today but I'll just give it out real quick to everybody. The number is (415) 546-3742, and SARK speaks on there, leaves a message, and you can also then leave her a message back, and what a great place to speak.

SARK: Yes, I've had this line for fifteen years, I get about 10,000-12,000 calls a month from all over the world, and I listen to all the messages.

AMY: That's great.

SARK: Yes, and sing, I often sing on the line, and I do prayer, and I do poetry, and I don't even know what it is, but I love it.

AMY: It's so great. I remember my sister . . . I had gifted her with your book, and this was years ago, and she was like, I was having a bad day, so I just called that SARK inspiration line, and it just cheered me right up.



SARK: Yes, it's definitely . . . it elevates. It changes the vibration, elevates the mood. It does for me, too. I just want everyone to know I just get so much back. People leave me the same messages that I've left them, and I occasionally call people back. It's very funny because people will say some wonderful thing and then they'll say, well, I know you would never call me back, and I think okay, you're right, because now I can't, because you didn't leave your number. Look at how we do this to ourselves.

AMY: Yes.

SARK: I thought, I would have called them back and invited them to tea. Let's all remember that because I have my version of that, someone that I admire or wish to know, and then I get all scared. Get scared, but then do it anyway.

AMY: I wanted to let everybody on the call know that we're going to do something a little different on this call today . . .

SARK: because it's SARK!

AMY: Because it's SARK and hey, we're all about this. It's a creative experiment to everybody, so I'm hoping that I know really how to do this. I was telling Susan earlier, okay, we can try it. I've never done it before, but we're going to try it, gosh darn it, so I'm going to put the mode onto Q & A, and so what that means is in a couple of minutes, and you can go ahead and start now, you're going to have an opportunity to ask SARK a question. If you want to get in the virtual queue, the virtual line, press *6 on your phone, *6, and that's going to get you into the virtual queue. Just imagine that you are having tea with SARK, you are sitting down with Susan. What is it that you want to ask her? What is it that you think other people on this call are hungry to hear, and what are you hungry to hear from her? You can go ahead and press *6 on your phone to get into the virtual queue, and we'll see how this goes. Okay, yes, we have a whole bunch of people in the virtual queue. I think I know how to do this, so SARK do you want to just start letting these people do it?

SARK: Sure; yes.

AMY: Okay, great; perfect. Here we go. So here's how it's going to work. If you're next, it's going to un-mute your line. You'll hear it un-mute, and then you'll know that you're up, so let's try this. This is a caller from (541) area code, so hopefully you're live. Are you there?

Q1: Hello, Susan.

SARK: Hi.

Q1: Hi, how are you? I had to admit I called really just to delight in your energy for a moment, to feel the connection. It's wild. It's like I'm in Hawaii, out there on the waves, just _____ flowing over me. I wanted to just have a personal connection for a second, if you don't mind.

SARK: I love that. I'm so glad you did that.



Q1: Yes, I'm just breathing it in.

SARK: I love that. Thank you for being a model for that, too.

Q1: Thank you. I have to be honest, I'm remembering I had your books years ago and when I got the first one, I felt like you were me.

SARK: Yes, because I am.

Q1: Yes, and you spoke to the child in me, and I had married myself at the age of 20, and so I'm 38 now, and I feel like you're a future self of me. Looking back I was wondering if you have any advice for me as I move into this future. I don't know if that question translates well, or if you get what I mean.

SARK: I think I do. It's clear to me that whatever you're doing you're going to continue. I feel like you're doing really good things, and to just continue to expand and grow, but mostly that word allow. That's the one that we forget.

Q1: Right, and I got _____, and that one word was the message I needed, and that is what I'm working on, is to allow my life to blossom and unfold, and I'm just so grateful somebody sent me this, about this experience with you today, because I take myself far too seriously sometimes, and that's one of your gifts to us all, is to bring back the play.

SARK: Yes.

Q1: To allow it to be fun.

SARK: Yes, and still be all the other things.

Q1: Yes. I'm happy you were born, SARK; thank you.

SARK: Thank you.

AMY: Thank you so much. That's great. I remember I had on my car, posted in my car for a while, expect nothing, allow everything. Let's go ahead and go to the next caller; see if I can figure this out.

Q2: Oh, yay, it's like winning the lottery!

SARK: It's the phone lottery.

Q2: This is Diana from Santa Monica. I'm very excited to be on the line. SARK, thank you for the . . . I love the hug yourself. I was doing it while I was listening to the call, and I posted it on Twitter, because I was like, everybody needs to hug themselves right now.

SARK: I love that, Diana.



- Q2: Yes, totally awesome. Okay, so my question is, I want to know what makes you giddy, I mean, giggly, giddy, sweaty, dancing around in place giddy.
- SARK: Now I can cough and laugh. Oh my goodness. Well, so many things. I mean, probably all those little, humble, wonderful little moments, you know, moments where I feel exposed, having accidentally farted, and then realizing the person has heard you. I was in this limo, in the back of a limo, and I didn't realize the driver had gotten back into the car, and just a big fart, and then he laughed, and I was like, well, hello, and I started laughing and I was blushing and sweating, and being splendidly human, and that's probably what really does that to me.
- Q2: Yes, that's a good one. Thanks so much.
- SARK: Thanks so much, Diana. Great question.
- AMY: Thanks. Diana.
- Q3: Hi there. SARK, you have saved me so many times with your books, and I've been reading . . .
- SARK: I have to stop you there, because you saved yourself.
- Q3: Well, maybe, but I had some big help.
- SARK: That's what we do; we get big help, so thank you for doing that work.
- Q3: Goodness, gracious, well I just go your Making Creative Dreams Real book, and I've just started it, and for the last two years I've been really struggling because I've felt like I've been spending so much time in college and in classes and working towards a dream that now, suddenly, I've moved to this city where, you know, I'm in New York City now to be this actor, and I've just suddenly . . . not suddenly, but I'm just feeling like ugh, I don't know if this is really what I want to do. Now I'm feeling like, okay, I've spent so much time in schooling and money to get this education, and to work, and to build a résumé, and audition, and now I've gotten to a place where I'm feeling like, oh my gosh, what if this isn't actually what I want to do, and now I'm feeling really frustrated because I feel like a lot of what I've done is in vain. I guess I'm wondering how do you find a new dream, or how do you . . . I guess I feel disconnected from what I'm really supposed to be doing now.
- SARK: Okay, I have answers for you. Are you ready?
- Q3: Yes.
- SARK: First of all, nothing has been wasted or in vain, so you must know this, and if you don't believe me, you just need to trust me, because everything that you've done is bringing you forward into your creative dream. You might not know the exact shape and form of it, like it may be shifting. I'll just tell you, you probably don't want to do the standard route of being an actor, and that's okay. That's how people break out and do it differently. Here's an example. When I was first starting to write, I didn't want to do the standard route of sending out manuscripts that were



subject to rejection. It sounded awful to me. I had done that with my art, so I knew how terrible. I really recommend, by the way, that people do get rejected. I have a saying, if you don't get rejected you're not reaching far enough, so I'm not devaluing the process of rejection. What I'm saying is you don't need to think that you can't change the direction of the form of this dream. Your dissatisfaction and frustration is actually fueling you and pointing you towards a new direction. It probably is within the same realm, but it's probably a different approach. Does that make sense?

Q3: Yes, absolutely.

SARK: I have a friend who's a life coach here in New York City, and she planted herself outside the banks on Wall Street and said free life coaching, because she really wanted to support, because she had once been one of these bankers, and she said there she is with a sign, and Wall Street Journal, or Forbes Magazine, I can't remember who, but she got a bit article about it, because there she was, doing it differently. I'm really offering to you that you can do it differently and that you can really focus on . . . I understand that there can be frustrations, but don't focus on those. Ignore those. Does that make sense?

Q3: Not if I can do this for the rest of my life.

SARK: Well no, you can't. Isn't it wonderful, because we find out what we do want to do absolutely by what we don't want to do.

Q3: Exactly, exactly.

SARK: You now know that you don't want to do A, B and C. Well then find out what D, E and F are, and do them. I'm excited for you.

Q3: I'm excited, too. I wish I could come and live under your cottage and play with your cat.

SARK: But then gradually I would annoy you and you'd be frustrated with me, too.

Q3: You're a real blessing, and I've been waiting for this call for the whole time we've had this series, so I really appreciate it.

SARK: You're so welcome and I'm so honored. Thank you so much for what you said.

Q3: Thank you.

AMY: Alright, let's go on to the next caller here. I think I'm getting the hang of this.

SARK: You're doing it so well, Amy; I love this Q and A. The virtual line.

Q4: Susan, hey there, it's Wanda, aka Big Sur Lover from the SARK Board.

SARK: Oh my gosh! Big Sur Lover Wanda, I love you.



- Q4: I love you and guess what? I don't really have a question, but that's exactly what I wanted to say to you, is that I love you and thank you for doing this call today. I was so excited when I found out you were going to be the one today, but especially thank you for all you do, and for all you give to the world.
- SARK: Oh, thank you so much, and let's spend a few moments just raving about Big Sur. To people that don't know it, it's in California, on the coast, and you might tell from her screen name, Big Sur Lover, how Wanda feels about Big Sur.
- Q4: It's my soul home.
- SARK: Yes, and I got to Big Sur all the time, and I'm often at Esalen, not as a teacher but as a participant, and I'm hiking around down there, and I'm staying in little cabins and tents, and just eating pine needs. I just love it down there.
- Q4: It's fabulous and I hope you get to go again soon. I'm planning a trip for August.
- SARK: I'll have you know you will enjoy hearing that in April I was down there for a total of three weeks. I just kept going back and forth. I'd be down there for a week, not enough, I'd go back down there, not enough. By the way, for everyone listening who has any interest in going to Big Sur, there's a new place there now, called the Spirit Garden. Just go on to Google and put spirit garden in, and this man, Jayson Fann, he has woven spirit nests out of willow branches that are in the trees down there; it's unbelievable!
- Q4: Oh, I can't wait.
- SARK: Thank you so much, Wanda.
- Q4: Thank you.
- AMY: Okay; let's see.
- SARK: You're like a master chemist or something.
- Q5: Hi.
- AMY: Yay! Hi; welcome.
- Q5: Oh my god, I can't believe that I'm actually talking to SARK. My name is Rajne, I'm calling from New Jersey.
- SARK: Hi, Rajne, am I saying it right?
- Q5: Yes, it's like fudge and knee, but with an R, so "Rudge-nee"
- SARK: Wow, "Rajne," I love that name.



Q5: Thank you. First off I wanted to say thank you so much for the books that you've written. I'm 26, I'm just graduating medical school, and if you don't know about the medical profession, it's quite a rigid, uphill climb at times, and reading your books, especially when I thought I can't do this and I'm not cut out for this, and I want to give up, really helped me to just push forward and think okay, how can I do it differently, like how you were telling the other woman who was talking about acting in New York. My big question for you, I guess, is kind of like a mom figure, because you're around my mom's age, but my big thing is I'm entering residency in three or four weeks and I'm going to be working 90 hours a week standard. I know it's a place where people are not applauded for being . . . for coloring outside of the lines. People are very rigid and this is how it's done, this is a tradition, and we work this many hours, so you have to work this many hours; we did it like this, so you have to do it like this.

SARK: Yes.

Q5: My question is, how do I maintain that part of me that you really spoke to in those books, the part that likes to color outside the lines, the part that still has to do the marrying myself part, I still have to get there, but all those things that really spoke to my soul. How do I maintain that without getting, because I feel like, during medical school, I really lost a part of that.

SARK: Yes, well absolutely. First of all, congratulations for graduating.

Q5: Thank you.

SARK: Thank you for being a spirit and a soul in the medical community who is asking a question like this. That's another really important thing. Third, find a system, find some way for yourself to keep dipping in, whether it's my books or other books, where you continually dip in, in that 90 hours. I realize it's going to be . . . it's a huge challenge. I'm going to tell you right now, I couldn't do it, but the fact that you graduated means that you can do it. Then I would also say to get yourself some spiritual, psychic support. I don't know if you're open to the psychic and spiritual realms . . .

Q5: Yes, absolutely.

SARK: There are Reiki masters that would love to send you energy. It's a powerful form of healing, by the way, and it can be done long distance. It would be . . . to gather a team, you could call it a team and if that's intimidating, call it a group, a loose group of people who want to support you. I'm going to tell you right now, I'd like to support you.

Q5: Oh wow, thank you; awesome!

SARK: Really, think of me as a mentor in this, and call the inspiration line. You know what I mean, like tiny thing that you can do. You don't have to do huge slabs of time, because you're not going to have it, but you can do little, tiny things that are not . . . you can wear something around your neck that reminds you, and when you're in rounds and all these things, you can be touching that, and saying, I'm different. Do you know? Those are some good ones, and I'm so excited for you, and glad for you, and I'm so glad you asked that question.



- Q5: Thank you so much, and I really . . . that's such good advice, to keep dipping in a little bit at a time, every day, maybe, and just remember where . . . yes, because I want to do something with alternative stuff, anyway. I'm Reiki trained myself, but . . .
- SARK: Oh, okay, so then you know what I'm talking about.
- Q5: Yes, only to level two, but I do know what you're talking about.
- SARK: Yes, okay, and then another one that I would do is keep notes on everything that annoys the hell out of you about the system, and write it down, and say how much you hate it, so you have a place to put it, so it doesn't stay in your body and mind.
- Q5: Wow; that's great.
- SARK: Then if you want to do more, you can find it on Planet SARK. On one of my e-letters I wrote how to do what I call the wise self, and that's where you write down everything that makes you mad, and then part two of that is letting your wise self help you go through and re-frame each of those reasons that you're mad. It's a powerful one and you can do it in five minutes a day.
- Q5: It's on Planet SARK? Okay. Awesome.
- SARK: Yes, look in the e-letter archives. I can't remember, a few e-letters back. I'll make a point to get that posted somewhere more obvious, but for now you can find it in there.
- Q5: Awesome. This is the biggest graduation gift that I have gotten so far, was to talk to you, because you're, seriously, my favorite author.
- SARK: So I just want to point out you manifested it, baby.
- Q5: Thank you so much. It's just amazing. I'm here in my scrubs and I'm like, this is awesome!
- SARK: I love it. Amy, I just have to say, I want to do this all the time.
- AMY: Well, hey, don't get me started, Susan, because I'm just telling you right now, we can do it all the time together. We'll talk after we get off this line here, but I really want to honor everybody's time today, because I know we're a couple minutes to 1:00, and I like to end these calls on time, just out of respect and honoring everybody's time. I know that there's people in the queue right now, and that you didn't get a chance to talk to SARK or ask your question, so call her inspiration line. Leave her the message that you want to leave, or leave your phone number. Who knows, maybe she'll call you back. I want to give you that inspiration line. It's (415) 546-3742, and please, everybody on this call today, please go to SARK's website. Go to PlanetSARK.com. There is all this amazing information. I mean, really, if you're having a blue day, just go to her website and you're going to feel better; it's so fun.

We are going to be giving away Juicy Pens, Thirsty Paper, a copy of that book. SARK is generously giving that book away, so if you want that free book, go ahead and e-mail, with the



subject line SARK's Book. E-mail it to admin@WakeUpCallCoaching.com, and SARK, why don't you choose a number between one and 50 today, because we have so many callers on the line.

SARK: 33.

AMY: Great, so lucky number 33, you will receive that book, and we'll let you know, and I really want to encourage everyone to go to SARK's website and sign up for her e-letter. Getting these e-letters in your inbox is a gift, so please go ahead and sign up for that. Just as we end the call today, I'd love for you to give everybody an inspiring homework assignment.

SARK: Aha! Of course, I would really invite everyone to come and be part of The Transformation Experience. That would be the best homework I could think of. It is a multimedia journey of healing and transformation, for the splendidly imperfect, and actually, it's set up right now where you can get two completely free days. All you need to do is sign up for my e-letter and then you get two free days. Then if you like it, you can go on and get the rest of the course, but I'm going to be doing these online courses that are full of homework and inspiring lessons. We're launching a new one in June, I'm so excited about it, and there's audio from me, there's 90 different healing tools, and downloadable artwork, and these amazing books that are inside the e-mail, that you can turn the pages and the pages make a noise. For people who've been doing it, I know that I just love reading the responses, and everything that people are getting out of this. Really, doing our homework, in every realm, is what we're all doing right now; the best thing that we can all do.

AMY: How do they sign up for that?

SARK: They just go to PlanetSARK.com, and right on the home page it says sign up for the e-letter, and it says invitation from SARK. If you sign up, you'll get two free days at The Transformation Experience.

AMY: Okay, great. For those who already are on your e-letter, will they be getting information in the e-letter about it?

SARK: Yes. The invitation will go out later in June for the new course, too.

AMY: Got it. Okay, I understand.

Just finally, I know we're a minute over, but what is it that you most want people to take away from this call today? If they just take one thing away?

SARK: Absolutely that they are esteemed, they are known and they are loved, and that they can love themselves, and we'll borrow that wonderful line from that movie, truly, madly, deeply.

AMY: Beautiful. Thank you so much, SARK.



SARK: Thank you, everyone. Thank you, Amy, Amazing Amy.

AMY: Yay; thank you! I'm going to go ahead and take the lines off of mute so that everybody can give their love and thanks to the amazing SARK as you say goodbye, so here we go.