



The Women Masters Interview with Patricia Varley

AMY: Welcome everyone, one and all, to the Women Masters Teleseminar Summer Series expert call with Patricia Varley. I hope that you are ready to get inspired. My name is Amy Ahlers and I'm the creator of the Women Masters and the CEO of Wake-up Call Coaching. I'm the Wake-up Call Coach and this call today is designed to wake you up so that you can be the calm in the center of the storm, and I'm so excited to welcome Patricia Varley to this call, to talk with us about reinventing success from the inside out. As all of you know 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 that you can be inspired and motivated during this time of change and transition, and some would even say chaos that's going on right now in the world. I want all of you to just take a deep breath with me. We've been hearing so much about the importance of breath on most of these calls, really, and I just invite you to get into the mode of receiving, especially the women that are on this line. As you know, it is easy for us to give and give and nurture and nurture, and to forget to take care of ourselves, and forget to receive. Let this next hour be a time where you get to receive, so get into that state of mind.

I'm delighted to welcome Patricia. Let me tell everyone a little bit about Patricia. She is an international speaker, trainer, workshop and retreat facilitator, business and personal coach, who focuses on personal and professional transformation. Her work integrates professional, personal and spiritual growth, and she's successfully worked for over fifteen years with entrepreneurs, business owners, companies and national organizations, using an approach she calls reinventing success from the inside out and reclaiming the wholeness of people. Patricia's system opens up new pathways to fresh ideas, clarity of thinking, accessing their full potential and ultimately enduring achievement. As a world paradigm bridger and pioneer, Patricia guides and supports others in transitioning between mainstream and what is evolving on the planet at this transformative time in history. She leads people through the processes, tools, techniques and strategies to awaken their integral authenticity. She connects people with more of who they are so that they are better prepared to shift and take an evolutionary leap in every aspect of their life. Without further ado welcome, welcome fabulous Patricia Varley. Welcome, Patricia.

PATRICIA: Amy, thank you so much and I'm so . . . what I'm grateful for, as well as to be on the call today, and I'm grateful to both yourself and all that have joined us, because we could be anywhere right now, so to be able to share this time is just so invaluable and precious to me, so I want to thank you for the time to be here today.

AMY: Oh, my absolute pleasure and I'm so excited because your approach is so unique. I know that you use the phrase, reclaiming the wholeness of people, and I'm curious, what do you mean by the word wholeness, and what role does this quality play in our lives and in the world?

PATRICIA: Another word for wholeness, Amy, would be also authenticity, and what I mean is that I believe that each one of us has been born with inherent gifts, talents or a deeper essence,



the qualities that make us each a unique individual, and they're really the essence of what makes us a whole person. What I'm finding a lot, particularly nowadays as I'm helping so many individuals and organizations reinvent, part of the reinvention, and really examining our lives and our work, is: am I really choosing from my full integrity with myself? Am I being true to myself? Is my authentic . . . am I speaking authentically? Is my work in alignment with my values? Are my choices aligned with what's really important? All of these things . . . our wholeness would be our heart or essence. What I would say, even your greater purpose in life, whatever that might be, it's more of not an external, it's an internal. It's an internal place in us that is what I really believe is that calm in the storm you mentioned earlier. It's the place in us that no matter what may happen outside of us, particularly in the changing world that we're in, that we can always tap into. The key is to remember it and to reclaim it, that it's something within us, not something without of us, outside of us.

AMY: When you find that people are askew, so in other words they're not acting from that place of wholeness or authenticity, what's the cost of that in their lives?

PATRICIA: There's many costs. One of them, just right off the bat, that I've seen is actually people's health, whether it's their emotional health, their physical health. I'm finding that the more and more people that I'm working with that are not, let's say, doing the work that they're really passionate about, or perhaps they're in a relationship that isn't working—I'm giving you a couple of different examples—or maybe they're living in a place that they're really not happy. If they're really . . . their particular way of operating in the world, if they're striving and driving or being someone who they think they're supposed to be, versus their authentic self, the costs of dis-ease in the body, of emotional stress, of maybe strayed relationships, of work that isn't fulfilling, and then it often turns out to have health problems. The longer we do this, unfortunately the costs get greater. Our lives do not have the feeling quality and the level of fulfillment that they could. We're also more tired. Very often our energy feels drained. We feel imbalanced, things like that.

AMY: And I really get . . . you use the term disease, dis-ease, and I just love that because I know that we all have that experience of being in a place where we're not coming from that space of wholeness or authenticity, and not being true to ourselves, and I really, really get that. Of course then the next question is, how do we reclaim it? How do we reclaim our wholeness, as you say, from the inside out?

PATRICIA: There's a couple of steps with that, Amy, and the first one is recognizing that maybe we're not doing it. I think that very often we get so busy in our lives and we kind of get in a daily routine, and the months go by and the years go by. We were just talking about how fast time goes and so much time can go by and we recognize that maybe something isn't quite working; I'm not in synch with myself. Is my job bringing me joy? Is this relationship working? Part of it is maybe recognizing not necessarily that you're doing anything wrong, but that maybe something isn't really working at the level that you might like in your life. That's the first thing, is the recognition.



Second is giving yourself permission to then take the time and have a pause in your life with yourself to re-examine, and I call these our professional or personal mission statement questions, and they're deeper questions about looking at your personal life—what the foundation is that you want to build your relationships on, your home life in, your business, your work, whatever may be really important to you—and taking the time, secondly, to give yourself permission and the space to examine what is working and what isn't working; kind of doing a personal inventory of your life. A lot of us don't always give ourselves that time. What I'm actually finding right now, Amy, is a lot of people are either being laid off or are having such major shifts in their lives that they're being forced. They have the time, whether they want it or not, so I'm suggesting to people to take this time as an opportunity to embrace and know that you're worthy of looking at reclaiming more of yourself if you've, say, gotten away from it, that you can have more of a balanced life, that you can be creative in how you deal with, say, maybe a problem that you're in.

AMY: Oh that's great, so first step is the recognition, so I'm just inviting everyone on this call right now to just take a look, right now, in this moment. Why not? Here you are on this call, you're listening in, let's integrate, right now, what Patricia's saying, and really look and see where is it that you're not being true to yourself. Where do you feel like you're not being authentic or you're not integrating that wholeness, and even in this moment have this be a wake-up call to those things in your life where you're not being true to yourself. Then you said the second step is then to really examine and do that personal inventory, take a look at that, so I want to invite everybody to do that. Maybe take some time over the weekend out, just an hour, to just look at that. I know that that's something that I really encourage all of my clients to do, especially at the mid-year marker, which is where we're at. We're really a little bit past the mid-year marker. What's going on here—let's assess what's working and what's not working, as you said. That's excellent.

PATRICIA: Yes and you mentioned the other piece of that is . . . also, I would invite the listeners to also look at what does work. It's not just looking at what isn't, it's to acknowledge, wow, I've had some successes, there's some amazing things going on in my life, I have some great relationships, I'm making money, I love my work, so it's not just about what isn't. It's also about looking at what is ticking for you, what isn't sink, what feels right, and then building on that, so it's kind of a two-fold process, and giving yourself the time to do that.

AMY: I love it. I love that you highlighted that because gosh, isn't it so true, Patricia? I know that you and I are both coaches so we know this so well. People will have a goal and achieve it, and they're onto the next thing. They forget to celebrate it, they forget to celebrate what's working in their lives.

PATRICIA: It's a celebration and it's also a time of patience, I think, too, to be patient with ourselves, that this is a process of growth and of transformation, and it doesn't happen, necessarily, overnight, and if things are working great, and if they're not we want to change some things, well, it may take a little time, so to be gentle and patient with ourselves. It's not about beating ourselves up. It's about acknowledging the successes and recognizing the places that we can grow, and then having compassion during that process for ourselves.



- AMY: I love that. Thank you. Are you really referring to core values on some level?
- PATRICIA: Absolutely and if we look at . . . you know, we're always a choice, in terms of what we want to do or be with our lives, so one of the things that I really guide people to do, and even if it's a larger company or a small business or an individual, is are your priorities aligned with your core values? We are always choosing and we all have a lot going on in our lives, a lot on our plate. What we choose, a good question to ask yourself, is: is this the best use of my time right now and does it ultimately contribute to my values and the greater vision for my life and my work? When we're . . . let's say something presents itself, a business opportunity, a relationship, where do I want to go this weekend, what do I want to do in my free time. There's a lot that we can often do but it's really getting more streamlined with our core values, what's really important, not just in the short term but also in the long term.
- It's also very easy to distract and sometimes distraction is great, but it's also being more conscious, and I love your Wake-up Coaching, it's being more awake to what's really important, and choosing from there, and then you will have a more fulfilling life.
- AMY: Yes. Do you feel like it's difficult for most people to develop a greater vision for their life and their work, and create meaning?
- PATRICIA: It depends. What I've seen, Amy, is it's difficult for some people and I've met many people who are very committed to that; it's sort of their life path. They're always looking to build, to grow, to transform, to become more than, but many people . . . I'm finding we're in so much change right now in our world. I'm finding a lot of people that feel like they're a little bit in survival mode.
- AMY: Right.
- PATRICIA: If we're in survival mode there might be some fear present, there might be feelings of lack, of kind of being in a void, not being sure about what's next, so often when we're in that state it's hard to see the forest through the trees. We can't see what's next, so what I've had a lot of people say is well, I don't have time to explore because I just got laid off or because I'm in fear, but that's actually more of a reason to examine. Then there's other people who are more . . . it's more integrated into their daily lives. The key is really integration, because this is the practice we can use all the time in our lives.
- AMY: Yes. I think it can feel like a luxury, right, for people to say, oh, I'm in line with my vision; I have a vision for my life, and it's a luxury to be able to do a job you love when we're in this time where a lot of people might be feeling like they're underwater or in survival mode, as you say. I love that it's very counterintuitive to say, actually, when you're feeling underwater, when you're feeling like you're just surviving, that's the perfect time to look at what your greater vision is and what your values are.
- PATRICIA: And part of what supports the greater vision, and I would say this to everyone on the call, is to recognize this truth, in spite of what we may see on the outside, that there's only one of us in all of time. Each one of you has a unique expression, a personality, a voice, a look, a



creative idea, something that you love, that is true only to you, and when we're in contribution mode versus survival mode, when we can contribute to ourselves first and our families and our communities and our work and our life, and we can start to focus on where can I contribute for my unique talents and my unique purpose, and it could be from planting a garden to raising a child to running a company to starting a business. It doesn't matter what it looks like, it's identifying and recognizing that you have a unique contribution. That actually helps to shift people more from survival mode, like there's not enough and oh my gosh, what am I going to do, to looking at what can I make a difference at, because we all want to make a difference and we do make a difference, even in spite of what might be happening on the outside.

AMY: You know, I love that, I love looking at it from where can I contribute with my unique gifts because it's such a mindset shift.

PATRICIA: It is.

AMY: As the Marianne Williamson quote, Our deepest fear is not that we are inadequate; our deepest fear is that we're powerful beyond measure. Who are we to not shine our light, that there's something that contributes so beautifully to the whole betterment of the planet, to the betterment of the world, when we are utilizing our unique gifts and really in line with our purpose and vision. I love that. I love that mindset shift of that this is not a luxury, this is actually you being the best you can be in the world.

PATRICIA: It's true and life really is, it's a gift, and I think we all know it's short, and it's . . . I think a lot of what's happening in our world, a lot of our structures are, you know, we've looked at the economic structures and the healthcare. There's so many things that are changing that are unknown right now, so what can we hold on to? What is for sure? What is, is that inner wholeness, those gifts, those talents, that uniqueness, because things in the world are always going to be changing, so how do we adapt? How do we prosper? How can we succeed and excel in these times of change and it is that place in ourselves that no matter what may happen, we can always go back to, so that's the reinventing success from the inside out. It's cultivating a place in ourselves, and we may have already done that, but recognizing that very often our world doesn't support this and that's part of my purpose and my mission, is to support individuals and even larger groups, in finding their anchor in the storm, their anchor in a calm, in spite of external changes, because that's the one thing that we can use to navigate through these times of change.

AMY: So for people listening that feel like they're not sure how to get to that anchor, how to get to that calm, what are some tools that you can offer them to just access that place?

PATRICIA: Some of the tools, and I have a whole list of questions but I'm happy to share some of them on this call today, are a series of questions. One of them would be: if money and time were no object, what would you be doing with your life? It sounds like a luxury but the purpose of that question is to help you identify, am I really living my joy? Is this my passion? Am I expressing from my heart? Am I being creative? That's one of them. What makes your heart sing? What inspires you? If you didn't have to get paid what is it that you would be



doing? Also, if you could design the perfect day, or your time; I often do a balance wheel with people. It's really a bit of a wake-up call to look at where you are spending your time if you look at the different components of your life, for example—your personal time, your partner time if you have a spouse or a partner, your family time, where you spend time with your work, your health, in the environment. To look at today where you're spending your time and, let's say, a year from now where you'd like to be spending your time. Part of examining is looking at where your choices are, based on your values and part of that is the different areas of your life from where you're choosing to spend the time.

AMY: So really tapping into your core values and knowing what's meaningful to you; that's your anchor.

PATRICIA: It is and taking the time to maybe even list those. I have a funny thing, my mom, I'll share with you, has this jar by her kitchen sink and it says on it Shoulds and Oughts. Basically you're putting your shoulds and oughts there, and we often should ourselves to death—what we think we should be doing, what we ought to be doing—and I'm not talking about being irresponsible. We all have commitments and things that we need to do but it's creating the space in your life to say, okay, what's really important to me? What makes my heart sing? What also, in terms of your talents, what comes naturally for you? Sometimes we have gifts that just are natural, that we love to do, that don't involve a lot of effort. In a lot of my coaching I see a lot of people that are square pegs in round holes, and then they're wondering why they're not fulfilled or maybe don't have the level of success. These questions aren't always easy to look at but they can be very enlightening and very revealing about the choices that we're making in our lives.

AMY: this is great, and I just want . . . this feels like a good moment to just tell everyone that I'm sure that all of you on this call are really resonating with what Patricia's talking about, and I wanted to just give your website address to people because it's a great place for them to find out more. I know you have a tele class starting in September, you have a retreat coming up on the East Coast in October, so make sure to check out Patricia's website. It's PatriciaVarley.com, and right there on the home page there's a place to sign up to receive her e-newsletter and receive updates and blog posts, so if you're connecting with who she is and what she's up to in the world, please make sure to join her mailing list. I know that you'll love receiving these beautiful images of Patricia—are you still in Hawaii, Patricia?

PATRICIA: No, not right now. I spend a lot of time in Hawaii but I happen to be in Chicago right now on a business trip, but that's where I am, but I spend a lot of my time in Hawaii, yes.

AMY: Yes and ladies and gentlemen, you will love her website because it's like going on vacation, just looking at it, so make sure to check that out; PatriciaVarley.com. I want to jump to this term that you use: transformational leader. Tell us a little bit about what that term means and what does it mean to be one?

PATRICIA: The transformational leader also speaks to a term that I coined, called self-leadership. Now you can be a leader of a company, an organization, you can be leading your family, your community, in a position in your community, but self leadership involves mastering



yourself in the sense of commitment, and I want to use the courage, because I do want to acknowledge that it takes courage to do this, to step on this path and to be on this path, to transform and ultimately live from your highest potential. I want to use, just very quickly, and we all know this image, but when I think of a transformational leader it's someone who is willing in their life to have the courage to step out of the box and lead from a different place, and be a model for yourself, your community, your family, that maybe no one has seen before. If we look at the whole image of a caterpillar that goes into the cocoon to become a butterfly, and we all know this story, but the caterpillar is literally . . . often it dies to its old identity, and often we have to trust with faith and let go of maybe there's certain things that don't service. Remember when we did that original assessment of what's working and what's not?

AMY: Yes.

PATRICIA: As we let go of things that don't service any longer, and that can be scary because it's what we've known, we actually create the space to break through and become the "butterfly," maybe a whole new vision of ourselves. We can transform and lead from our lives in a way that we haven't before, and as you were describing my bio earlier, I talked about this evolutionary leap that we're taking. I think that's a lot of what's really happening on the planet. What I'm finding, Amy, and for those of you that are listening, is that the people that are struggling the most are the ones that are resisting what's happening. They're the ones that want to stay attached to what we've known, and believe me I understand that myself. I'm not saying we have to radically let go of everything, but it's about doing a bit of a reality check, stepping up, raising the bar with ourselves and those around us, to say, how can I lead myself in a way and transform from that some of, let's say, what no longer serves me and grow into what would be like a whole new journey. When the butterfly breaks out of the cocoon it flies to a lot of different places that it's never been. The thing about a transformational leader is once you transform, like a caterpillar to a butterfly, you don't go back. A butterfly doesn't go back to being a caterpillar, so there is a process that is going through this, and if I look at our world, and I've worked a lot, also, with leaders, some of what's being asked of us right now is to do things very differently because the old ways aren't working. I think a lot of us could probably think of examples on a collective level. Turn on the television or even within our own lives. This might sound scary but I also think it's very exciting if we choose it, because there's so many possibilities that can emerge from that, that we aren't even aware of.

AMY: Do you believe that everyone has the potential to be a transformational leader, or don't we need followers as well, or how does that work?

PATRICIA: Well, I think that, you know, there are . . . and there's nothing wrong with being a follower. Everyone isn't, let's say, the President or a CEO, and we don't need that. I think we all have our . . . that's why I said we all have our unique purpose. It doesn't matter what it looks like. It's more about from the inside out, within yourself, and your day-to-day life, whether you're leading a country, you're leading your family. Are you in a place where you feel you're empowered and have the support and the commitment to yourself to navigate



and get on the path that's more in synch with your true self, with your authentic self. It may look like you're a follower but it's about being a leader to yourself.

AMY: Right.

PATRICIA: Then in terms of the role you play in the world, whatever that might be, you might be a business owner or not, that may look different. Does that make sense?

AMY: It does, partially, and I'm wondering . . . what I'm hearing you say is that there's leaders of all different types, isn't there?

PATRICIA: Absolutely.

AMY: It doesn't necessarily need to be that you're out in the world doing motivational speaking in order to be a leader. It can be that you're a leader in your family.

PATRICIA: Yes, you could lead your family, and that's where I say transformational leadership, I also use the coin of self-leadership, because it's an ability to feel and to know that you do have some control and some purpose in navigating your own life, because I think a lot of people now really feel almost like a victim, or they don't feel like they have any control of anything. We don't really have control of things, but I mean having the reins of empowerment within our own life and our own purpose. Does that make a little bit more sense?

AMY: It does, it does.

PATRICIA: And what that looks like, again, whether you're a CEO or a mom, it doesn't matter, really, it's how you're feeling in that role and in that purpose in your life.

AMY: Yes and I just invite everyone on the call to think of where they are transforming right now, where they are going from that caterpillar to the butterfly, or where they want to go from the caterpillar to the butterfly. I love that image of having to weave the cocoon and go inside and be there for a little while before you can burst forth with these new wings, because I think so many of us feel like, whether we like it or not, change is happening, so really getting back into that empowered state and being a leader in your own life.

PATRICIA: And again, and it's not even to insinuate that many of your callers, you know, I would think people may be drawn to this are already on . . . are doing a lot of this examination, so I want to acknowledge everyone that's on the call with us today, for being here and for taking this time and hopefully some of these tools will even reinforce what they're already doing.

Also, another piece is to get support, and this call in itself and what you're providing, Amy, gives people a place to come where we can support each other as we grow, because it's not always easy to do it alone and we don't have to, so calls like this are places where we can support one another are really important to find people and systems that you can trust.



AMY: Great, absolutely, and I know that you also teach a heart centered approach to creating a successful business, and I'm wondering what does that mean and how does that approach work?

PATRICIA: A lot of my work is really heart centered, and when you first asked me the question about reclaiming your wholeness, the first place I really go to is what I would say is my heart center. Now, of course, we need our intellect, we need information, we need that to be successful in the world, but you mentioned earlier the term integration, and you may have heard the expression, the longest eighteen inches is from the head to the heart, and a lot of what my work is about and my particular approach in my life, let alone my own business and with my clients, is to bring together the head, your heart, which is more of the inner compassion, the feeling nature, the balance between the intellect and the heart, but also the intuition, in terms of making decisions, our gut, you know what is our intuition telling us, what is my heart telling me. It's really accessing different aspects of ourselves. It's being even sometimes a little bit more vulnerable with people, being more real, sharing more authentically from what's really true from our hearts, and that can often be scary, but I've even found in my own business is that the more I'm willing to be authentic and to be real, the more I connect with people, because we're all going through this together. None of us has it all together. I know that this is a call from experts, but we each have an area of expertise that we can bring to our world and our lives, and for me it's that integration, it's yes, I have the knowledge, but I also have a heart that cares, a place in me that contributes, and then an intuitive place that I can trust to guide me, and this is a practice. This is a day-to-day, moment-to-moment practice that I've developed, that I'm continually committing to myself.

AMY: Well and I have to tell you, Patricia, that in line with this, the calls for this tele series, for the Women Masters, whether it was the first series or the summer series, the calls that have been the most powerful are the ones where the women masters are the most real and the most authentic, and are telling on themselves. For us to put anybody on a pedestal and think, oh, they've got it all figured out, is just false.

PATRICIA: Well and you know, my own transformational process of letting go of a lot of old identities and beliefs and ideas of who I thought I was, in dropping those stories, and what's emerged is this deeper woman, this individual that does have a unique voice and a purpose, and believing in that, and then knowing I'm worthy to share that, not from my ego but from my essence, from my heart.

AMY: Right, so balancing that place of authentically saying, I'm still working on this, and authentically owning what your strengths are, and what is unique about you. I love that you use that term unique and spiritual essence and getting into that wholeness and authenticity, because that's where leadership comes from, is from that deep core, and there's no ego involved at all.

PATRICIA: Absolutely and it's also balancing that with okay, we know this essence of ourselves, but then we also need a plan. There's the strategic, there's the action we want to take, but if we're acting and doing and creating from our being, from our deeper place, what we create,



how we step out into our world, whatever that looks like, will be so much more authentic and so much more impactful. Whether we say it or not I think everyone would probably agree you know when someone's really real with you or not, whether it's a boss or a co-worker or your spouse or anybody, you know if someone's being authentic, whether they speak it, just by the way they're showing up, and that's very powerful.

AMY: It is.

PATRICIA: I also think it's very needed in the world, honestly.

AMY: Yes and I think that's being demonstrated so beautifully in the world right now by some of our leaders, who are saying, yes, I made a mistake, and having everyone . . . you think everyone's going to run in horror, but instead they lead in and say, oh, okay, that person made a mistake. Look at Oprah. She's made an empire based on being real.

PATRICIA: She's a perfect example and I think people actually . . . there's a deeper respect that comes from that as well, to realize that we're all human and to be in the integrity of whatever that is for us, versus not in integrity and not telling the truth.

AMY: Yes. We had SARK, author of [Succulent Wild Woman](#) . . .

PATRICIA: Sure. I've actually been to some of her workshops; she's wonderful.

AMY: She's so amazing and she was one of our masters in our first series and she will be, actually, in the fall series as well. It was so great because we had a caller, we took a caller live and she said, I want to just come and live in your magic cottage, and SARK's reply was, oh great, and then you'd get really sick of me, too. I'd annoy you, too, so you don't need to come and live with me in my magic cottage because you would just . . . it was such a beautiful moment, and she also talked about letting out an accidental fart when she got into the limo and that that was just one of the most beautiful moments for her day, because her and the limo driver were cracking up laughing for 20 minutes afterwards. It was like this beautiful thing of being a human being.

PATRICIA: And it bridges what appear to be apparent differences. We can come to a common ground with one another.

AMY: That's right.

PATRICIA: That's where transformation often occurs as well, in that vulnerability, in that realness. It also, one of the things, Amy, I've recognized, is it takes a lot of energy, I'm finding, to not be real. It takes a lot to hold all that together.

AMY: It does.

PATRICIA: If that makes any sense.



- AMY: It does, oh yes.
- PATRICIA: There's something kind of liberating about saying this is just who I am and recognizing that we all have our foibles, but I think the more we tap into our essence and our wholeness and our magnificence, it's easier to actually be vulnerable, because we all have so much to give, we really do.
- AMY: Yes and we let go of that story of being vulnerable or not having this part quite together means that we're not worth anything, because I think that so much comes from that story of if I let people see this, if I lift the veil, so to speak, and have them see this, it means that I'm not worth anything, but when you take that conversation and that story out of the equation, it becomes such a place of power and connection for people.
- PATRICIA: And if you know the word intimacy, that into-me-see, you may have heard that. If you look into me you're going to see that maybe I'm not perfect, maybe then I'm not okay. Well none of us is perfect, but I think we can tap into . . . that's why this examination—the acknowledgement, the giving ourselves time, the knowing that we're worth it, focusing on the contributor—all of these pieces strengthen that inner core as a navigational tool, so to speak, particularly in dealing with tons of change, and that's why this is way that we can thrive instead of just survive.
- AMY: Yes, and I'm curious, do you have some tips, like coming from this heart centered approach to being successful in business and really successful in life, do you have tips on collaboration and establishing win-win relationships?
- PATRICIA: Absolutely. I'm a big advocate of win-win collaborative and what I would call cooperative relationships, and the other side of that would be the word competition. Now competition, let's start out in a positive sense, is good in the sense that we can . . . like I know you and I, Amy, we both do coaching and we do sort of similar work, and I love my fellow coaches and speakers and trainers because we can really cross market and we can learn from each other, we can be a support network for each other. In the sense competition could be positive, but competition can also be negative in the fact of it can be a win-lose mindset, where there's not enough to go around and the old paradigm, competition implies lack, it implies somebody's winning and somebody's losing. Now if we go back to the principle that I talked about earlier, that there's only one of you in all of time, we each have our unique heart essence, our contribution, our unique talents and expression, where is the competition in that? There is only one . . . for example, you're a coach and I'm a coach—we're a great example for this—but we each have a different way of communicating, a different message. We may believe the same things, but someone might resonate with you, let's say, more than me, but there's nothing to compete against. We can share ideas and trust that the people who are meant to work with me, or work with you, for example, are the ones that we're meant to work with. There's no grabbing onto, oh my gosh, there's not enough to go around, so I have to get whatever I can get. A collaborative, cooperative approach is more of trusting that I have . . . this links to the heart and the purpose; can you see how that works? If we're in a win-win situation and I'm coming from contribution, connecting with what my gifts are, it's easier to collaborate and cooperate, and create win-



win working relationships, versus win-lose, or there's not enough, or I'm afraid of lack—I'm not going to get my piece of the pie. It's a very different mindset.

AMY: I have to tell you, Patricia, in doing all this work with the Women Masters and having so many amazing people on these calls, I have found in the vast majority of the cases, the more successful the person is, the more easy they are about sharing.

PATRICIA: Absolutely.

AMY: About sending out invitations to their own list, about letting people in on the call, about expressing their enthusiasm for it, that the more successful people were the ones that were more generous, and I thought, well, is it because they're so successful that they're generous, and I thought, no, I think it's probably because they're so generous that they're so successful.

PATRICIA: Exactly. It's the whole principle of cause and effect. It's the energy and the intention in which you begin something is what also connects . . . we've all heard of the Law of Attraction but it can attract in the support, the abundance, the supply that we need, and it's a whole mindset. The other thing is I think even business paradigm is shifting from not being in a silo, not working completely isolated from other people, even if you're completely self-employed and working from home, which many of us are, it's that we . . . like what we're doing here today, or coming up with networking ideas, or I'm doing a lot of collaborative retreats and tele classes with other colleagues of mine, I'm co-authoring books; ways that we can join our talents, not only to support each other but to make a greater impact in the world, as well.

AMY: Yes. I just want to invite the callers, if you have a question about what Patricia and I are talking about, a question for Patricia, you can press *6 on your phone and we may take a few callers as we start winding down the call. *6 on your phone will put you in the virtual queue and just depending on how many people want to ask questions, we may go there or we may not. *6 on your phone will allow you to get in the queue to get in on this delicious conversation that we're having here with Patricia and myself, Amy.

I'm curious, Patricia, when you talk about selling, that you change the focus of selling to the focus of sharing. Tell us a little bit about that.

PATRICIA: Sure. Marketing sales and networking is an area that I've actually done well in, particularly in the area of network marketing, and many years ago, before I was doing what I'm doing now, I built a networking marketing business. One of the reasons it was successful, and this sort of came naturally to me, was that I was contributing, coming from my heart, coming from win-win, but one of the other pieces that worked, in terms of marketing from your heart, is the, as you said, the approach of . . . just refresh the question for me one more time. I'm sorry; I want to reiterate for the callers.

AMY: No, that's okay. Instead of selling . . .



PATRICIA: Yes, I'm sorry, the sharing instead of selling.

AMY: Yes.

PATRICIA: Thank you. I wanted to build on what I had done. There's absolutely nothing wrong with selling, but because I built a networking and sales organization many years ago, a lot of people loved the product at the time that I was working with, but they were terrified of the word sales—oh, I don't want to sell to people, I feel like I'm going to be bothering them—I think some of us might feel that way. I don't want to bother my friends and my family. When you have a strong belief in what you do, whether it's a product or a service or a company or what your contribution is, when you really believe deeply that what you have can make a difference for somebody, you can then share it with them. They key, and this is the key, and I want to share this with your listeners, is to not be attached to an outcome; a big one. It's okay to have an intention of, I want to build my business or make a particular amount or sell so much in a month. There's perfectly nothing wrong with that. But selling from a place of sharing that's based on the belief in what you have, versus oh, I don't want to bother people, or maybe they won't want it. You can easily let go of the outcome of having anybody to get something.

AMY: Yes and Lisa Nichols had a beautiful phrase when she was on our call: I'm not doing that to sell to you, I'm doing that to be in service to you.

PATRICIA: Exactly.

AMY: I can really hear that this is a fit for you.

PATRICIA: Exactly. It's sharing and it's knowing that if someone's genuinely meant . . . it's like what I said earlier, if they're genuinely meant to work with me or you, again, illustrating them as an example, they'll be drawn to you and it will be natural. Also, it will be easy. If we're trying to force something, and I have nothing against car salesmen, sometimes I use this an example, but we've all been with a salesman of any kind where you know they're not even really listening to what we need; they just want to make the sale. In a way that's selling in the negative sense of I've just got to make the sale, I've got to make the money, I need the warm body, versus what are your needs and how can I make a difference for you? How can I fulfill a need for you? That's actually what marketing and sales truly is, it's fulfilling a need for the person that you're with, and making that difference.

AMY: I want to go ahead and actually, we have quite a few people in the queue here that want to ask a question.

PATRICIA: Sure, go ahead, I'd love to answer some calls.

AMY: Let's go ahead and do that. When you hear yourself get un-muted, just tell us your name and what your question is.

TIA: Hi. My name is Tia.



- AMY: Hi, Tia. Did you still have a question or was your hand still raised from before?
- TIA: I have a question.
- AMY: Oh, wonderful.
- TIA: My question is this, briefly, I have a severe allergy to chemicals—perfumes, other scented products. What happens is that when I approach people in the world I sometimes have to be away from them. Other situations I might enter, if people are heavily scented with fragrances, perfumes, dryer sheets, fabric softener. My thing is this: because of that severe thing . . . think of it like a fire and you have to run away from fire. How can I still be successful in the world but still have these constant fires, and once I get burned, and I get burned often, I'm down for a week.
- PATRICIA: Well, Tia, my question to you is this: when you're meeting with someone, maybe even give me an example, and let's say they have a fragrance or there's something that is going on and you recognize that you're having, let's say, an allergic reaction or a response to them, do you communicate to people what's going on for you? Do you tell them what's happening?
- TIA: If I catch it ahead of time I won't shake their hand or hug them, as they put their hand out. I'll briefly say oh, excuse me, I'm allergic to perfume; it's a delightful scent but I can't be near it, and then they won't shake my hand or hug me. Then I try and proceed. Sometimes I can't proceed because it makes me so sick.
- PATRICIA: Oh, you mean the actual exposure to the perfume or the chemical makes you actually physically sick?
- TIA: Think of it as a really severe dirty baby diaper. How long can you handle that? No matter how much you love your baby, your face ain't looking happy.
- PATRICIA: Well first let me acknowledge that must be really . . . I can imagine, as you're saying, that that's really challenging for you. Therein is why you presented the question to us.
- TIA: Yes.
- PATRICIA: In certain instances is there ever . . . I'm not sure what it is that you do, but can you ever, if you meet somebody, can you perhaps now start to inquire before meeting someone, and letting them know in advance, you know, I want to let you know that I have an allergy to perfume, or whatever, and if we're going to be meeting, is it possible that I could request that maybe you don't wear it, because I want us to have . . .
- TIA: That I could do but in a situation where I talk to them ahead a time, but it's a situation . . . I'd like to be in the travel industry, I speak Spanish very well and I go back and forth to Mexico and America, and if I'm meeting somebody for the first time, say I want to be a travel guide, they can't wear their products around me, so I'm thinking, how can I do what I



know I can do, yet I have the allergy? I'm telling people, basically, you want to be with me, you can't wear perfume, and a lot of people don't want to have to do that.

PATRICIA: Sure. I can understand that.

TIA: So how can I be authentic? How can I do what I know I'm good at but deal with my limitations?

PATRICIA: On one sense I'm kind of assuming here, but I will ask, are you doing whatever you can on your end, for your own health, to just sort of support your health and your immune system?

TIA: Yes, I'm on a regime now and I eat really well; I'm organic, and you wouldn't believe.

PATRICIA: Okay, good, because self-care, and it sounds like you're doing it, self-care is so important because that's something you can always do for yourself, so good for you for doing that.

TIA: That's the reason I go to Mexico, I go for the fresh air. I'm trying to make a negative a positive because that's all I can do. I can't take public transportation but I can . . . I live in Arizona and Mexico's four hours away, and it's a beach, and I do that once a month, so I'm trying to springboard off what I can do.

PATRICIA: No, I hear that. Is there a way to ever, well, even with the travel, if you want to be a travel guide . . . I guess that if you're taking care of yourself, you're maybe making requests in advance, if you do tell people kindly, and it sounds like you do, when you're with them, that you might need to step away, can you ever . . . when you've made the connection with the person, is it difficult to ever re-schedule something? Let's say you're meeting them in person or . . . because it's almost like if you've made a connection with someone, I'm sure it would be difficult, then, to have to just drop the business, such as I think sounds like what you're coming up against.

TIA: It would depend because also I'm allergic to dryer sheets and fabric softener, and most people use that on their clothing, and I can't be around that because it's a very toxic product.

PATRICIA: Hmm.

TIA: _____, you can let me go and go on to the next person, because this is . . .

PATRICIA: Oh, no, that's okay. I'm happy to talk to you more but I can hear . . . that's why there's a couple of things that I touched on that I wanted to see would support you. Unless you really did something in advance, I mean, maybe we could look at, another time, creative ways that you can create a group or something where that doesn't have to necessarily be an issue.

TIA: Certainly.



AMY: And I'm over here—this is Amy—just thinking technology, technology, technology. Do as much as you can virtually, over phone calls like this, making connections with people. There's so many amazing services to do even video, where you can be in an environment that really works for you and being authentically selling over Skype—nothing wrong with that—sharing what it is that you do and really taking advantage of all this technology. It's a great time to be alive, to be able to control your environment. That's definitely one of the suggestions. I do want to get to at least one more caller so I'm going to let you go. Thank you so much.

PATRICIA: Good luck with you, Tia, good luck to you.

AMY: Yes, good luck and feel free to go ahead and e-mail admin@WakeUpCallCoaching.com if you want a few other suggestions from both Patricia and I.

PATRICIA: Yes please feel free to do that.

TIA: Thanks so much.

AMY: Let's go ahead and take one other caller here. Here we go. When you hear the un-mute go ahead and tell us your name and your question.

PAULA: Hi.

AMY: Hi.

PAULA: Oh, you can hear me. I'm in the car, driving, and I didn't think you could hear me. My name's Paula. I'm from Chicago and I'm currently trying to really tap in on my passion so I could start a different business. I am currently a business owner but I'm not really into what my business is. It was more of a business that I started up with my husband and I really realized that it's not my passion, it was just something that we did to move on and become wealthy with raising four children and paying bills, and so on and so forth, and I don't wake up in the morning charged. I really think that there's something else brewing in me but I feel like I'm stuck, that I can't really tap into it. I don't know how, I guess.

PATRICIA: Well, Paula, this is Patricia and first of all thank you for calling in. We appreciate that. Do you have any idea at all, like even a little inkling of something that would really maybe excite you or be enthusiastic, even if it had nothing to do with money? Like did you have a dream when you were younger?

PAULA: As far as a dream I don't really know about that but I know where my drive is. I'm a very physically active person, I'm athletically inclined, I just left a Toastmasters group that I'm willing to sign up with, because I just love being with people and it's very easy for me to get up and speak with people. I'm a nurse by trade, I haven't been in that field, as far as clinical nursing, for probably 20 years, as long as our business, but our business is healthcare related. But I don't want to go back to that because that was my younger years.



I know where my strengths are but I don't know how to pull it all together and create what you were just saying earlier about fulfilling a need for someone.

PATRICIA: As I hear what you're saying, Paula, I'm hearing two things. One is that you're very comfortable with people, you've made a commitment, it sounds like you might make a commitment to Toastmasters, which is wanting to build on your skills of public speaking and making a difference for people in that area, which is terrific—good for you—and also having a passion for, at some level, there is a desire to help people with their health, because it's your background, but you're also telling me that you're athletic and very physical. It may be that . . . this is, again, and I'm doing this very quickly, and I'm happy if you want to e-mail me to send you some questions or some other ways that you can tap into this, but it may be that using the skill of public speaking and inspiring people around health and / or maybe physical activity or wellness or something, where you build on health, that can tap into part of what your passion about physical activity. Along with your speaking ability you might be able to help people with optimal health or wellness, but in a different way, like instead of nursing or your current business.

PAULA: Okay.

PATRICIA: You might be able to inspire people to get out and lose weight or get on an exercise program or work in different organizations where you can do that. That's just up at the top of my head, but one of the things that I look for are what people's talents and also interests are. You have an interest in speaking more, and how to join those and marry those together. Does that give you a little bit, in the short time, and again, I'm happy to talk to you more, if you want to drop me an e-mail.

PAULA: Yes, I will drop you an e-mail. It's sort of a direction I am going in, but I just feel like I'm a little lost or I'm not concrete enough in it, I guess is what I want to say, so yes, I do understand it.

PATRICIA: Yes and one of the things, Paula, that I'll say to you, as well as to the rest of the listeners, that in discovering this, there's only so much we can do on the call, but it is a process of unfoldment, and if we've been in a particular group for a while, there is an uncovering and a process that goes on to help us, first of all, become clear, and then we can become more concrete with the steps. I would encourage you to continue to stay with your Toastmasters and see what you're also inspired to speak about. Notice what comes naturally and also how other people respond to you. Very often other people will give us the feedback we need to know what we want to do or not do. That's a big telling point.

PAULA: Okay, great, great. Thank you very much.

AMY: Thank you. Alright so as we wrap up the call here, Patricia, two questions for you. The first is, if everyone that is listening to this call just has one takeaway, what's the one takeaway that you want to make sure everybody has heard?



PATRICIA: The one takeaway I would want everyone to hear, Amy, is that to remember that in spite of anything that may or may not be going on in your outer life, I would really, from my heart, encourage each one of you to connect with, allow, examine, reclaim and find the place within yourself, in your deeper self, that is true to you, your authentic voice, your passion, what your heart is, what your passion is, your essence—something in you that's unique, even if you don't even share it with somebody. Really look in the mirror and say, what makes me magnificent? What is that inner place in me that I can always fall back on and connect with, and bring into my life and my work, in spite of everything that's going on around me? It would be your core, your anchor, your calm in the storm. That would be the number one support and suggestion I would give to everyone on the call, is to make a commitment to reinvent from the inside out, by reclaiming more of who you are, to really embrace more of your authentic self and to bring that into your life, because that will change everything. It can.

AMY: Wonderful, and an inspired homework assignment, something really tangible here.

PATRICIA: An inspiring homework assignment would be list the top the things in your life, up until this point, that have brought you the most joy.

AMY: Great.

PATRICIA: And there's a purpose for that. Look and see if there's a theme. It could be anything. I don't care what part of your life it's in, from birth 'til now, I want you to list, honestly, right out of your gut, right out of your heart, list the top ten things in your life that bring you joy, happiness and passion, whatever they may be, and take a look at the list. Even for someone like Paula, who's going, gee, what do I do next, what does that mean, notice the themes and the things that come up, and then as you look ahead, notice your choices and see if they align with what the things are that bring you joy, and where you make a difference.

AMY: I love that and I have to add something that you mentioned earlier on the call that gave me goose bumps, of inviting everyone on the call to also create a should and oughts jar. I just love that as a place to put in, or a little box, a shoe box or whatever, where you can just get rid of any of those things that you've been putting on the should list that you're really not inspired by, that you really don't want to do, but you've been torturing and punishing yourself that you're not doing, so creating a should and oughts jar or box, a place for you to put all of those shoulds.

PATRICIA: And when we get rid of those, Amy, then we have more space for the things that bring us joy, and for that authentic self. I just want to say one quick thing to everyone that's listening: you're worthy and deserving of a life like that. We all are.

AMY: Yes.

PATRICIA: Just to remember to allow ourselves to have that and to receive it.



AMY: Wonderful. Thank you so much, Patricia.

PATRICIA: Thank you, Amy.

AMY: Just a reminder to everybody that next week, July 30th, is our last Women Masters call of this particular series. I'll be speaking, along with Samantha Bennett, the owner and creator of the Organized Artist Company and we'll be doing a half hour conversation all around how to stop being so hard on yourself. That's going to be our theme for the call next week. Half of the call will be spent doing that and then half of the call will be a really great wrap-up of all of the takeaways from all of the Women Masters of the summer series, so you don't want to miss that call. Please refer some friends. Please send them to the summer series link so that they can register and become part of the Women Masters community. That's the biggest thing that you can do to be in service of this series and to keep it going strong. We will be starting back up after Labor Day, in September, with an entirely new lineup, a fall series, and I will be doing a one-off call on August 13th. I know that I did a big tease about me and Marianne Williamson. There will be a call with Marianne Williamson on August 13th. I'm still working out some of the details of that call, which is why I have not sent out that e-mail about it, and I hope to be able to send it by next week out. With that, thank you all so much for spending an hour with us today. I look forward to hearing you on the call next week. I'm going to go ahead and un-mute the phone lines and when you hear that the lines have been un-muted please give a shout out, a thank you, some gratitude and love, to the fantastic Patricia, who you can find out more about on her website, which is PatriciaVarley.com. Join her e-mail list, PatriciaVarley.com. Thank you, everybody.

PATRICIA: Thank you, Amy.

AMY: With that I'll go ahead and hit the un-mute here. Give her some love.