



## The Women Masters Interview with Ariane de Bonvoisin

AMY: Who knows, maybe we'll finally get to that thousand person number on our call today because we have a powerhouse of a guest. As most of you know my name is Amy Ahlers and I'm the creator of the Women Masters, the Wake-up Call Coach, the CEO of Wake-up Call Coaching and I'm deeply honored that all of you are here to spend an hour with us today, talking about change. My vision for this series is to allow people from all over the world access to the most respected and inspiring women experts of our time, so that they can be inspired and motivated, and I want all of you to just set an intention for yourself today on the call, to have some sort of breakthrough. All of us on this call are going through change, whether small or large, and so I want you to take the tips and tools and tricks and the insight that we're going to learn from Ariane today, and really apply it to your life. Let's just everybody take a deep breath. I always need to take a breath at the beginning because I just get so excited; I can't help myself. Take a deep breath with me, breathing in and breathing out, and just stop multi-tasking, if you can, and get ready to deeply receive the wisdom and the insight from today's master.

Let me tell you a little bit about her. Ariane de Bonvoisin—I tried to fake a French accent, I don't know how I did, she'll let me know in a moment—she is the CEO and founder of First30Days.com, an organization developed to help people transition through any change, whether it's career, health, lifestyle, relocation or personal relationship changes. I want to encourage all of you after this call today to go to First30Days.com and sign up. It's a free membership and there is an overwhelming amount of inspiring information and free resources to help you navigate change. Make sure to check out the video of Ariane on the right hand side there; it's such a fun video and so inspiring. You're going to love this website if you haven't already been there. MSN has named Ariane their life change expert and her advice is sought by thousands around the country. Her book, [The First 30 Days: Your Guide to Making Any Change Easier](#), was released in paperback in May of 2009. With that I am pleased and delighted to welcome you, Ariane, to our call today. Welcome.

ARIANE: Thank you, Amy. It's such a pleasure to be here on your wonderful, wonderful show.

AMY: Thank you so much. Instead of reading all about all of this change that you've been through in your life, and I know that you go in depth about this and about your story in your book, tell us a little bit about change and the role it's played in your life.

ARIANE: It's a great question. You know, I think change was part of my DNA. I was born in the U.S. to French and Belgian parents, and then pretty much from the get-go we traveled to six different countries before I was eighteen, so I certainly experienced my share of change, whether it was new schools, new friends, new cultures, new religions, languages, different health techniques that my parents would use on us. Then one of the things that happened was I got caught up between doing what I should do with my life versus doing what I wanted to do with my life. At the age of eighteen I went you know what, here's the college I should go to, here's the degree I should get, here is the career I should be in, and I did that for about twelve years. I got the Stanford MBA and did all the big jobs that I should do in New York, and the latest one was I ran a \$500 million venture capital fund, and what happened there, Amy, was I started getting really



honest with myself and I think that beginning of any change is really awareness and self-honest. We all have that inner voice that wakes us up in the morning and it says something like this: Ariane, you're in the wrong job, or Ariane, you're sleeping with the wrong guy, and I had both of those voices going off around the age of 30, 31, and I had to get honest that I'd climbed this very high ladder and I gotten this very perfectly external life, but that wasn't really what was calling me, and my heart had been letting me know this for a little while. So I had to get off the ladder, not ask for anyone's approval, not expect anyone's permission—that's another big thing when you're going through change—and kind of jump into the void of change, which was I don't know what's next, I know there'll be a trapeze towards me with my name on it, but I don't know what it is. It was during that time, you know, I traveled a bit and I just became very aware and I asked the universe god spirit to just show me the way, show me what you want me to do next, show me how I can serve, show me why I'm here, show me what it's about. What happened was that I realized that everyone I was meeting, really anywhere, was in one of three categories. They were either struggling with a life change—maybe it was a divorce, a break-up, a health diagnosis—they either secretly wanted to make a change—a lot of people wanted to leave their jobs or wanted to move, or wanted to pursue a dream—and the third category of people was they were helping someone through a change—a family member, a child—and everyone would say the same thing: I hate change, I'm bad at change, I resist change, I feel overwhelmed by change, I'm impatient through change, and I thought, you know, there must be a way to make change easier, and I became with that question and I thought, why is it that there isn't a company, a book, a mission whose entire thing is about making change easier. The book came out of my interviewing thousands of people going through all different types of change—personal, professional, health relationships—and I went looking for what are the habits of people who are good at change. Why do some people get through a tough change and other people have such a hard time? Why do some people initiate a change and other people never do? The book, the website has just come from a desire, which has been the one thing that was lacking in all of my jobs, which was the need to be relevant, to have meaning, to make a difference, to contribute. I think for a lot of people, men and women right now, there's sort of this longing to just know that what we do matters, and this was just my way of feeling that if I help one person on one call, you just have a sense of this is what I'm meant to be doing with my life.

AMY: I love it. I heard a study a couple of years ago that said that it used to be that the number one fear was public speaking, but that what is popping up is that now the number one fear is living a life with no meaning.

ARIANE: Very interesting. I hadn't heard that.

AMY: Yes, I've heard it and believe me, I've done a lot of research. I've tried to actually substantiate it and I can't find anything, but I did hear about that, and I thought it doesn't really matter even if the study was done or not, it just speaks volumes about what's going on and especially with the economic changes and everything; our whole economy has shifted. People's stuff is going away and so what are they left with and what's meaningful to them?

ARIANE: One of the things I say, Amy, is we all want to know that what we're going is contributing and is connected, and I say something which is if you are feeling weak or stuck, power moves through



people we serve. You start feeling powerful when you start giving, when you find ways of helping other people. That's how you get your power back. A lot of us have given our power away to a job we don't like or a relationship we've been in for too long. We give our power away to our kids, who just take away everything we've ever wanted to do or pursue, and I say to people, especially women, I go, who has your [power right now, because that's what you need to take it back from, and if you're not feeling . . . you know, you're little me and you're feeling quite small right now, then the one thing I'd say is find a way to serve. Find a way to contribute. It is the quickest way to start feeling powerful about who you are again.

AMY: I love that, so I'll just request that everybody on this call just take a look at that. Who has your power? Where does your power lie right now, and if you're someone that your heart drops when you hear that question, or there's a lump in your throat, or maybe you're tearing up right now because you know that you've given it over to your job, your kids, your husband, your mother, your mate, your lover, your whatever, let's have this call be the breakthrough from this information where you begin to take that power back, and I love that the first step to that is going out and being of service. Beautiful.

ARIANE: You know, the other thing I would say too, Amy is when you're doing that, a lot of the time we're not feeling great and believe me, I wouldn't say anyone is immune from this, including myself. A lot of the times what happens is when your inner world and your outer world are not in sync and they're not aligned, so your inner voice and your inner microphone is what wakes you up in the morning and for most of us what we have to do is we turn it off because if we listen to it, it would mean consequences, it would mean work, it would maybe someone else would get hurt. It would mean all these things, so what makes us feel not great about our lives is knowing that every morning, just for us to keep going, we're not quite being true to ourselves, and when you start being true to yourself, that is also one of the biggest unhooking factors of starting to be powerful, and to realize that you're not too young, you're not too old, it's not going to take forever. Other people are going to be fine even though you might get through this change. When your inner world and outer world are reflections of truth, that's where you find that peace and that happiness. You just don't feel that you're living two lives, in some ways.

AMY: Yes, so if there's someone on the call right now, let's say they are having that 4:00 a.m. waking up in a sweat, having that inner voice say something big to them, and they know that it's a big change, whether it be going out on that date or getting a divorce or having a baby, or even something that's more subtle, what is the first step for them to start really tapping into that and listening to that voice, and getting that courage up?

ARIANE: I would say if you're waking up at 4:00 in the morning the place that you need to go to is a place inside yourself. It's not a place outside, it's not an answer in a book or another person or anything that you might feel is outside. I would say when everything around you is changing or if there's a big change that's looming on the horizon, the first step, you must find a place inside yourself that doesn't change. You must find what I call that changeless core because that part is wise, it's calm, it's tranquil, it will guide you, it knows the way, it knows why the craziness is going on, and when you find that part inside yourself, anything on the outside becomes infinitely easier. If you're going to try and make a change and cling on the outside for things you can control, without that inner safety net, that's where change becomes hard. I interviewed



thousands of people and they all said one of the things that really allowed them to move forward was when they realized that no matter what, inside, that they would be fine, that there was this inner resilience; it was all internal. So if you're up at 4:00 in the morning I would allow the voices to come up, I would allow the feelings to come up; they're on your side. A lot of times you think oh, I've got to push these away. If anything give the more of a microphone, turn it on, ask them for the message, but here's where you need to remember not to get completely overwhelmed, because sometimes you get so overwhelmed by it you just freeze and get stuck.

Let's say you've got fear coming up at 4:00 in the morning or you've got anxiety, you've got doubt or you've got sadness, or whatever it is. The first step to do is actually label the emotion, as opposed to oh, I feel crazy terrible. Label the emotion: ah, I have some fear coming up, I have some anxiety coming up. The minute you label it, you dis-identify little bit from the turmoil and the drama of it. Then the next thing is you must welcome it up. Welcome fear, welcome anxiety. You start becoming a witness to it, as opposed to being caught up in the whole drama of it, where you're like, I'm falling, I'm just . . . your mind is going to try and take you into the garbage. It's going to try and pull you down in the basement and it's going to tell you that that's who you are, and where you find your strength is detaching from it, being the witness and going wow, my mind is really feeding me some crazy stuff right now. That's the beginning of it, but I'm a huge believer in giving people permission to be human. Part of change is allowing all these emotions to come up. The beginning of healing and the beginning of change happens through emotions. It doesn't happen in the head, it doesn't happen with the perfect action plan, it doesn't hap[pen with here's what I'm going to do day one, day two, day three. It happens once you start feeling those emotions because the emotion you don't want to feel, that's the emotion that's ruling your life. I would ask everyone, what is the emotion you don't want to feel? For a lot of people it's fear, some people it's shame, some people it's guilt, so what is the emotion that you are most resisting, because with every day you resist it, you're feeding it. You're feeding it and entertaining it and it has even more of a hold on you. I really had to do some tough work to go what are the emotions that I just don't want to be feeling, because I feel they're going to be stronger than me in the end. Every emotion—I talk about this in the book—every one of these emotions is a guiding system. If fear comes up it's asking you to find an emotion that is bigger than fear, so what is something for you that can be bigger than the fear you're experiencing? For a lot of people it's faith, as an example, but the beginning of that, so much of change is about emotion. It's not about actions. The actions of losing weight are very easy. The actions of quitting smoking, getting divorced, leaving your job are very easy. It's the emotions that we tend to get really stuck on, and it's partly because we don't want to feel them. It's not because they show up. They show up in every person, even the people that are good at change.

AMY: I know that in your book you have these nine principles that make someone good at change and again, I love the frame here. Change is really the only thing consistent, isn't it?

ARIANE: It is the language of life. It's the thing I think as human beings that all connects us. JFK said change is the law of life; it's the only thing to get good at.

AMY: Yes and it's so funny that people think they're not good at change, but in reality there's change all the time.



ARIANE: And the other thing you don't realize is, all the greatest stuff that has happened in your life has also happened because something has changed, whether it's you've become a parent, you've fallen in love, you've moved, you've started a business, whatever it is. Those are all change as well, but I think what we do is we've forgotten all the changes that we've already made. We all have what I call a change résumé that's full of dozens and dozens of changes that you've already made. You're the person that got through those. You're the person. There should be a real sense of honor, like, I'm the person that got through losing a parent or having a child or getting over a job loss or losing weight—really honoring that and going how dare I say that I'm bad at change. Your body is made for change. In the first nine months of your life you will go through more change than you will in your entire lifetime. It's our mind that tells us we're not good at change.

AMY: Yes and I love that exercise in the book. Everybody, the name of the book is The First 30 Days: Your Guide to Making Any Change Easier, and again the website is First30Days.com, an amazing resource. Go there, sign up; it's all free, free, free, yummy, delicious resources, so I really encourage you to go there. You give an example of your change résumé, as you call it, and it's just astounding a) how honest you were, and just to see someone's life in that change résumé, and just to get that we all go through so many changes, big and small, good and bad, so having the come from be that we are good at change.

ARIANE: Everyone you meet, even now as you come off this call, just be aware that everyone you meet is facing a change, thinking about a change, struggling with a change, and that sometimes have been through the most extraordinary changes that we just don't imagine, and I think having the compassion of just going I have no idea what change this person might be going through right now, and just knowing that we all are going to be given our fair share of changes, that's for sure. My whole thing has been even if you're, like, I'm still bad at change, I'm a pessimist, I'm never going to get good at change, I would say give yourself a break because no one's ever taught you how to get good at change. No one's ever told you how to get through a divorce or a job loss, so being gentle on yourself is a huge part of getting through change. You're not supposed to know how to deal with changes that you have never faced before, and yet what allows someone to get through change is not necessarily the specifics of how do I handle a diagnosis or how do I handle whatever change. It's more about what do I bring with me when I'm going through change, because the change might be new and the change might be one that is unrecognizable to you, but you don't show up naked to this. You don't show up with no experience and no beliefs and no one to help, and a lot of times our mind tends to go I have no idea how to be with this, and yet ultimately you tend to pull on the same things that got you through the previous changes as well.

AMY: I'm wondering if you can talk a little bit about the nine principles. I know we've touched on some of them, but I think it would be really helpful for people to just hear these nine principles that you lay out in your book, that make you good at change, that make it so that you're not so afraid of change.

ARIANE: Of course. What was interesting about these principles were some were very surprising, some were unique and I didn't quite expect, and some people even today would be, like, well that's not really me, so I would just say keep a really open mind as to which principles you kind of



signed up for and which you're like maybe I should learn that from a lot of other people who've gone through change.

The first principle is that people who successfully navigate change have positive beliefs. They are optimists and a lot of times people go, well, positives beliefs, I'm not a positive person. Here's what I would say, is beliefs are the foundation of everything and a lot of times we get our beliefs from what I call the tribe, which is our parents, society, what women should do, what men should do, our religious environment, and change, one of the things that it asks us to do is really question what we're so convinced of, what we keep saying is right. A lot of the times it's sort of do you want to be right or do you want to get through your change? As for beliefs there's really three areas I'll touch on real quick—beliefs about yourself, beliefs about life and beliefs about the specific change you're going through. Beliefs about yourself—what you say to yourself consistently is either making your change easy or hard. I say to people, if you want to really make a change, change what you say to yourself on a consistent basis. What is the worst thing you tell yourself on a consistent basis, and you need to take that out of your head because it's having a huge impact on every aspect of your life. There's a lot in the book about self-belief because at the beginning and at the end of all change is how you feel about yourself. Are you playing small? Are you a victim? Are you blaming? Or does change actually bring out the very best of who you are?

Beliefs about life, whether it's is life on my side, is life against me, am I lucky, am I unlucky? Einstein said the most important decision you'll ever make in your life is whether to believe you live in a friendly world or an unfriendly world. The most important decision: do you think life is friendly or unfriendly, so definitely think about that one.

Beliefs about the specific change, so if it's a job loss, is this the worst thing ever, something to be ashamed of, something never to mention, or is this the greatest gift you've been given? You become part of what I call the do-something-you-love generation, very different set of beliefs, and I promise you, you will navigate that specific change very differently.

The second principle is what I call the change guarantee. After interviewing thousands of people I always ask them, what good came from this change. At the beginning I thought people would throw a cup of coffee at me and just go nothing came from this change, tough stuff, and every single person, 100%, were able to say something good that came from this situation, so I call the change guarantee the most important thing you can write down, say to yourself, teach your kids, teach your colleagues, is from this situation something good will come. Just write it down anywhere and have it be in places where change might happen, where a deal might fall through, where someone might break up with you, where you might get some news where you're, like, I'm not too happy about this. But what it does is it helps the brain go looking for the lesson, the gift, the good that might come from it, and I've had my share of examples of situations that are initially labeled as bad and that eventually became some of the best things that happened to me in my life. When I interview people going through change a lot of the times I say what's the worst change that ever happened to you, and then I follow it up with what's the best change that's ever happened. I would say, on average, 80% of the people say the same answer. But when you're in the middle of that change and it hurts and it's horrible, the last thing you want to think of is that this is the best change that's going to happen.



AMY: I love that and I know that when you become a member on First30Days.com, on the website, become a member of, you ask that question, and that's exactly right. I was like, see above.

ARIANE: Yes, absolutely.

AMY: That's exactly right, yes, and so it's how we frame it. I invite everybody on the call, whatever change it is that you are going through right now, go ahead and decide that something brilliant, some gift, something that you maybe even can't see right now, something wonderful will come from that change, just like what Ariane is saying here. Beautiful.

ARIANE: And you know, it's not going to happen in the time frame you want and it's not going to happen in the way that you want, and sometimes a big change in your career creates an amazing change in your relationship. A big change in your health creates an amazing change with your children, so it's not a logical equation but you will look back and you will see the perfection, because life is always shaping you, it's always asking something of you that's moving you in the right direction.

The third principle, and ask any questions you want, Amy. The third principle is what I call the change muscle, and the changes muscle states that people who are really good at change know that they're strong, know that they're powerful, know that they're resilient, and know that they will get through anything, and they are not willing to go into victim mode, and they're not willing to go into poor little me, this happened and I'm going to stay in the hole, and I'm going to make sure that every friend I talk to about is going to get in the hole with me. The change muscle—and I describe how to find your change muscle in the book—a lot of people are, like, I don't have a change muscle, and I promise you, if you were born and listen to this book, you have a change muscle, and the change muscle remembers every change you've ever made, witnessed, faced, helped someone else with, and it has the capacity to re-energize yourself as you're making a change. This is the chapter where I really encourage people to go do this change résumé and go and just remind yourself of what changes you've already gotten through in your life. The change muscle has a stacking effect. As you make one change the next change becomes easier. The next change becomes a bit easier. But it's really what we talked about in the beginning; the change muscle is about taking back your power from either a belief that's ruling your life, a person that you feel is preventing you from change. It's reigniting your power because truly, the core of who you are comes from new experiences. The very best that has ever happened to you also came from change, whether you met someone, fell in love with someone, became a parent, started a business—that's the other flipside of change that we often forget.

AMY: I'm curious, if someone on the call right now can really see that they're going into that victim place about a change—maybe they just recently lost their job or they lost their fifth job in a row—what would you say to that person if they can feel themselves going down that dark hole of victim. How do they get back on track?

ARIANE: The number one thing I would do is first of all I would say have a complete emotional feeling party. If you are not ready to come back up I would say feel whatever emotions need to come up, but remember that you are not those emotions. You can see them, you can go, wow, I



have a tremendous amount of victim stuff coming up, I have a tremendous amount of sadness coming up, I have a tremendous amount of fear coming up, but let those emotions move through you. If they're not moving there's nothing that the mind is going to be comfortable with. It will fight you and most of us have very strong mental structures that are not going to let us come through. The beginning is definitely allow yourself to be human.

The second thing I would say is I would really find something that allows you to get back into a place of feeling good about yourself and for a lot of people it's being with other people, it's doing something you love, it's surrounding yourself with people who are not going to remind you of what's happened, none of that, it's creating a space and environment for people where you can be lifted up. So many of us get through change because of someone else, so when we don't feel that great about ourselves allowing other people to throw you the ladder and get you out of the hole. Do not ask them to come sit in the hole with you, do not ask for them to agree with you and be right and be miserable. Real friends will see you in the hole, hand you the ladder and they will coach you up the ladder. But we've got to get out of this fallacy that we're alone—I'm the only one going through this job loss, no one else has lost five jobs in their life, no one else can understand, no one else can get through how bad this divorce is—we've got to get out of that because people who are good at change are not alone. They do reach out to other people.

AMY: That's great, thank you, and it feels like that dovetails perfectly into principle number four.

ARIANE: Principle number four I think I could have written a whole book on. These are the emotions that are typical and familiar for people when they're in a place a change. While interviewing people I would say, well, what were you feeling? What were the emotions that were coming up for you and how did you get through them. The six what I call change demons, to be affectionate with them, the six change demons that are guaranteed pretty much to show up at some level, and for a lot of us there's one or two that typically get more of our attention than others. They are fear, doubt, impatience, blame, guilt and shame. The idea here with this whole chapter, and it was surprising to me because I would look at people who are good at change and I would say they just had a better plan or they just knew how to get through this or they were told what to do, and this was probably the most surprising thing. People who are good at change feel much more than they think. The beginning of healing, through a change and moving through a change is when you allow the feelings to show up. It is not I want to get all this done first for the divorce and then I'll go ahead and feel the pain. It was actually the other way around. Or, I'm going to not grieve, I'm going to deal with everything and then I'm going to let myself go, so definitely allowing ourselves to be human. People who are going to change are much more human than perfect. Wanting to be perfect, wanting to lose the weight perfectly in the right time; unlikely you're going to lose the weight. People who are going to change are much more human.

Each one of these emotions has some sort of another emotion that's pulling you in the right direction, what I call an antidote. The antidote to fear is faith, faith in yourself, faith in other people, faith in something bigger, and there's a lot about fear, because that's obviously one of the ones I think we're all moving through and we continue. The thing with fear is really finding something that's bigger than your fear. For me, I was terrified to lose the job, the big job here



in New York City, and the income and everything that went with it—the identity. I was terrified to break off my engagement, like real terror. I don't know if I've ever been so scared, and yet the first time I was on the Today Show, terrified, couldn't sleep; real terror, fear, and I wouldn't say it doesn't show up even every time I do some sort of big event. There's certainly a reminder—Ariane, you're still human and we're still here. It's not about getting rid of it but what it was for me, and I think it is for everyone, is finding a place of safety, finding something that's bigger than your fear, and to me it was very much a spiritual safety net, where I would meditate and I would pray and I would just rest in the hands of the divine and the universe, and set a strong intention, which is why I loved what you did before this call, which is when your intention is to drop your personal will, your ego, what you want—whether it's you want the date or you want to sell books or you want the deal, or you want to make money—when you drop your personal ego and when you go to a place of can this me for my highest growth, to be of love and service to other people, you will be amazed at how quickly the fear goes away. It's the Ego that's scared. The Ego wants love and approval, the Ego wants control, and the Ego wants to feel safe and secure. When you can find all of that through something bigger, and for a lot of people it's their faith, or some access to more of a spiritual side of themselves, that's when the fear tends to subside.

Other emotions: the antidote to doubt is surrender, and it's surrendering to not knowing how life is going to turn out, and surrendering to life having a bigger plan that you cannot control. When I dropped the little Ariane plan in favor of the bigger life plan that I just still don't know how it's turning out, but that's where you allow anything and everything to show up in your life, as opposed to desperately trying to take your life in one direction.

AMY: Right.

ARIANE: The antidote to impatience is endurance. When we're going through change, typically we have so much access on I need this to happen really quickly, I can't be in the void, I don't want this to take very long, and we all overestimate how much change is going to happen in a couple of weeks or even in a month, which is why so many of us drop the change. Then we underestimate how completely different our lives can be in three months, six months, nine months.

The antidote to blame is responsibility—self- responsibility. Just ask yourself, who gets most of your blame energy? For women, a lot of the time it's yourself. Who gets the blame energy?

The antidote to guilt is forgiveness, and the antidote to shame is honor, so we're honoring the dark side, honoring what's in your shadow, realizing that we're all human, we all have that.

AMY: It sounds like one of the points that I want to just highlight about this principle is allowing yourself to feel the emotions every step of the way, versus bottling them up until they explode all over the place.

ARIANE: That's totally true. As I said, the more you push them down, imagine yourself just feeding that emotion; it gets stronger and stronger.



AMY: Yes, got it. That's great.

ARIANE: Principle number five, real quick, is the principle of acceptance, and this one was a big one for me and continues to be. It's what in your life have you not accepted yet. A lot of the times the resistance to what's happened, whether it's you resist that you've lost your job, you resist that you've been diagnosed, you resist that someone cheated on you. It's the resistance that causes so much pain when you're going through change. Imagine yourself being on the river of life. Here's what most people do when they're going through change. There going in a certain direction, change happens, and they cling to the rock because they just don't want to know and they have no idea what's coming next for them. Or they row back upstream. They want the body back, they want the relationship back, they want the money back that they lost, and those two things are what makes change so hard, is we live in the past and we just cling to something that feels familiar to us, and we're not willing to let go. What I would say is you've got to let go of the oars because that's where the relief comes, is when you just go I'm just going to take it a day at a time and be fully present. Byron Katie has a wonderful quote that I love, which says, when you argue with reality you lose, but only 100% of the time. So many of us spend our days arguing with reality. We argue with our weight, we're not willing to be honest, we argue with the reality that we hate our job, we argue with the reality, whatever it is, and the beginning of . . . another quote, the truth will set you free, but first it will piss you off. I'm hoping for some people that whether it's something you read or hear or someone says; if it's pissing you off it's because it's hitting the truth. Just know that that's the beginning of getting to a place of accepting and going I must accept that I have something to do about my weight, or I'm not being an example for my children, or I must accept that my relationship is over, so I would say what do you need to accept, because that's when the doors start opening for seeing change. If you're still in the resistance, the change isn't going to happen.

AMY: That's so brilliant. As my friend Maria calls them, the come to Jesus moments, when you're looking in the mirror and you're just getting clean with yourself about what's really going on. Just letting that really resonate for a moment with everybody on the call, and just \_\_\_\_\_. Is there something that you're not coming clean with yourself about? Is there a truth that you're now ready to accept, and having that be the starting point of creating change for yourself.

ARIANE: You know, sometimes, Amy, what you need to accept can be something on the inside, like I accept that I have a terrible relationship with my parent or parents, and I need to forgive them. Sometimes the changes, the biggest changes, can be internal changes, whether it's honesty, whether it's forgiveness. It's not only the pieces of our lives that we can move around the board, whether it's our career or our health or our relationships. Some of the biggest changes are asking yourselves questions like what do I need to be honest about, who do I need to forgive. Those things will change your life.

AMY: Yes, absolutely, and I love this mirrors so beautifully our call with Auriela McCarthy, who just does a lot of work around this acceptance and . . . I just love this because all of the women masters, there's always themes that just travel through, no matter what expert I'm talking to, so I just love that; thank you.



ARIANE: Principle number six is things that you can control when you're going through change. Change makes us all feel out of control and we cling to things and want things and try and hold onto things that we cannot control. A lot of times it's people or interviews or anything external, and what I've found from interviewing people is that the things you can control are things like your language, your questions, your stories, your thoughts, if you allow yourself to grieve. Those are the things you can control, so real quick, people who are good at change have a very different language. They do not use words like disaster, horrific, worst day ever, complete nightmare. Those words have an incredible emotional charge. They'll say I'm having a really challenging time, but there's a neutrality in that where you don't paralyze your body with the intensity of words that are keeping you stuck. Again I would say what are some of your go-to words that you're not even aware that you keep saying—I've had a horrible day—you've got to start being more mindful of what it is that you keep feeding yourself, because that's what's manifesting for you. Same thing with questions. What I call a change optimist has a very different set of questions. They will ask things like what could be good about this, what can I learn, who can help me, can I find the humor in this, what in my life hasn't changed, what can I be grateful for, how might this be a good thing, am I being protected from something; very different go-to questions than why am I so unlucky, why does this only happen to me, and your brain will answer any question you give it, so taking control of the questions you keep asking yourself, that is a huge step while you're going through change.

Another thing I would say is be very mindful of the story you keep telling people. Most of us, let's say we lose a job or a relationship, or whatever, we tend to tell people the story of what happened, over and over and over again, or we say the story of, you know, I had a story about enjoying dating in New York City. I had a story about how there were no single guys in New York City and I told the story over and over again and guess what, it's exactly what would show up for me. Then I had a very good friend tell me, Ariane, I've heard the story ten times, I'm completely bored with the story. She was a good friend and it was challenging and I was pissed off at her, and I made the choice never to tell that story again because it's a story. If you want a new story, if you want a new job, if you want a new relationship, stop telling the story. You're boring someone, it's not helping you and there's no space for a new story. That's an easy one to take control of and if you don't know the story, ask your friends. They know the story you keep saying.

AMY: Great, so a challenge to everyone: ask some of your close friends what's the story that I keep perpetuating in my life? What's the story that I keep telling, and if it's something that's not positive, change it. I love this. I've had so many clients, especially private coaching clients that are in a business now where they talk to people all day, so they're maybe a personal trainer or they're a hairdresser or what have you, and they literally will tell the same story because they have a new client in the chair for the next hour and a half. They will perpetuate the same story over and over and over again. It's almost like a script and they're telling it ten times a day, and I'm like oh my god, you've got to stop; have the story be positive. They couldn't figure out why it kept going on in their life. Talk about the Law of Attraction, my goodness.

ARIANE: You speak to the story that you want. That's another one. There are a lot more elements in that chapter that are things that you can control and you can go to.



Principle eight—are we on eight? We're on seven.

AMY: We're on seven.

ARIANE: Principle number seven, people who are good at change have a spiritual side to them. This was surprising. I didn't think everyone would, but everyone who I interviewed knew that as they were going through change there was something bigger going on. They didn't all label it the same thing, they didn't all go to God or Jesus or the divine or the universe, but they could always say that there was something bigger going on, and they would take the time to check in with their intuition, go inside, create silence. They would meditate. They would pray. They would write, but they would have access to more of that inner space that we were talking about earlier. I think the point I would make here is to use the analogy of a plate. A lot of time we look at our life on a plate and we've got a big of career, a bit of health, a bit of money, a bit of dreams, a bit of relationship, a bit of religion, maybe, or maybe a little bit of spirituality sprinkled on top. When we look at our life one of those things changes—the career might change, the relationship might change, but one of the things that's on your plate changes. Or as we come to January 1<sup>st</sup> we want to change one of the things that's on our plate and what we don't realize is well, what's the plate? What is holding up your life? What is holding up all the elements that are on the plate, so that if every one of those elements changed, your plate would still be strong? Most of us have never given us that question before. What's holding up every aspect of your life, and for a lot of people who are going through change it is their faith, it is their spirituality. So many people are waking up now to more of their spiritual essence, as opposed to their job or their relationship or who they are out in the world. I would really say what's holding up all the elements that are on your plate, because when your plate is strong your plate can be empty. Life can take everything away from you and you will realize that you are still fully functioning, existing, because you feel powerful and you're connected to something bigger. This is where a lot of my, I'd say the biggest change I've ever made is not necessarily leaving the corporate world but allowing myself to be much more on a spiritual path than on a path of success or achievement, and ironically the more you are on that spiritual path, the more everything you've ever clinged for or longed for or wanted, suddenly, automatically shows up because you're in a place of giving, and when you give the world tends to go well, how can I give to you. It automatically comes back to you.

Principle number eight is your change support team, which we talked about briefly, which is the people who are good at change are not alone. They do not have a story about why they're the only person going through this. They reach out, they ask their friends. They are very honest about what they need help with. They're specific. They know that a lot of the time the people you reach out to when you're going through change are not your closest friends and family. You will not get approval, you will not get permission; do not expect it. I did not go to my parents when I made all these changes and it's just the way it is. Life will bring you exactly the people you need as you get through those changes. Just be aware that the closest friends are not the people, necessarily, that are on your change support team. The question I would invite everyone to consider on this call is as I'm going through this change right now, who are the five people that I spent the most amount of time with, because those five people are having a giant influence on your life, whether you're making the change or not, whether you're initiating a change you've always dreamed of or not, whether you're a pessimist or an optimist, whether



you're healthy or not, whether you're going for the big job or not. Who are those five people that you are giving your time to, because that's the beginning of change, is change the people you surround yourself with. It doesn't mean you need to not see them, but get yourself around people who are making changes and who are going to see you already as having made that change. They're not going to remind you, you tried nine times to lose weight or you've been talking about leaving your job for ten years. Get around people who are, like, I believe you can change, I know you can change, I already see you as having made the change, and they will hold a space of non-judgment for you. If you don't have those people, ask life to bring those people to you, but don't get around people who perpetuate the old identity or the old you or a smaller version of you.

AMY: Yes and I'll just say I invite everybody, we have a really beautiful Women Masters community on Facebook, and to join that community and post on the wall if you want to create a change group together, if you're going through a change. Also check out First30Days.com because talk about creating community for people that are in change. I mean, it is fantastic, so make sure to check that out.

ARIANE: We have an e-mail that goes out every day to over 350,000 people, and it's just a little boost to remind you that you're part of a change group, you're part of a change movement. A lot of the times we think information is what's going to change people and people are not changed by information, otherwise we'd all be skinny and, you know. There's more information out there. People are changed by inspiration. People are changed when you are inspired by something or someone, or you choose to be an inspiration for yourself because you're just sick of yourself and whatever excuse you keep perpetuating. It's just a little inspirational nugget that we send out everyday, so I encourage people to check that out or send it to someone you know is also going through change.

The final change principle—people who are good at change take action, and there's a reason, again, why this is at the back of the book as opposed to the first one. Most people are, like, just give me the action plan, I don't want to have to think or feel or do anything. The reason is that people who are good at change, typically, what gets in the way of people being good at change is all their emotions. It's not here is the perfect plan, go ahead and do it. In terms of actions, people that I found who were getting through change, they take care of themselves. This was a surprise to me. They will take care of their health, they are gentle on themselves, they will . . . when we're going through change the number one thing that goes out the window is our health, and it's the number one thing you need to take care of. Are you sleeping? Are you eating well? Are you moving? Are you drinking enough water? When I do one-on-one it's the first place I go to. It doesn't sound like the most intellectual place but it is the number one thing. Your body is going to let you know how you're doing and a lot of times it's just one of those four things that needs tweaking, and life and everything else will do it's job but take care of your health. If you're, like, I'm still completely stuck, I'm totally paralyzed, I haven't learned anything on the call, the number one thing I would say is just take care of your health because if you're stuck in fear, it's much harder to feel fear when you're moving. It's harder to feel all those emotions when your body's actually processing them and moving them through you. I talk a lot about how to make a decision. A lot of times if the decision's not ready to be made, it's just not ready to be made, and you will know when the time is, so stop trying to force the decision if it's



not now. There's maybe elements that haven't yet been delivered or revealed to you, but I talk about when's the right time to make a decision, how do you make a plan that's realistic, how do you have a different relationship to time, as opposed to just wanting everything to be really quick, so there's a bunch of ways to actually what are the right actions to move through change. That's what you'll find in that final principle.

AMY: Great, thank you so much for going through those nine principles. That was just a tremendous amount of information and ideas and mindset shifts and beliefs and actions, the whole gamut, so thank you so much.

ARIANE: You're so welcome.

AMY: That was beautiful. I know that we're starting to wind down and I just want to encourage everyone to stay until the end because Ariane is giving an amazing amount of yumyness away at the end, so stick around for a moment. I like to ask each of our experts, as we do wind down here, just if you, and maybe you already said this with the health views, but if there's just one thing that you want to make sure that everybody on this call takes away with them, what's the one takeaway?

ARIANE: These are the hardest questions. The one thing I would say is get inside, go inside. It's not get to the gym, it's not any of that. I would say everything you're looking for is inside—the answers, the connections, the safety, the self-love. So many of us, the number one thing that gets in the way of our life and our changes, the number one excuse I hear people say is I'm too busy. Busyness is on the top of the scale for why a change hasn't happened, or why you haven't initiated a change. Do you know that in China—I grew up in China—the symbol for busyness is the same symbol as heart stopping. That is the impact of what busyness does to people and I would say you don't have time not to give yourself 20, 30 minutes a day to be quiet. I know we resist meditation because that's when the truth shows up. We resist meditation because it's more fun to be on Facebook and it's more fun to be distracted, but if you really want to be in a place of sustained peace and happiness, which is what we all say we want, I would say it is on the top of the list. It's not when I get around to it after my work, my day, my Pilates and everything else. It's the top of the list and then your life happens. The clues that you're going to get from your meditation, whether it's an idea, a person to call, a book title, whatever it is that shows up, I would say just stick with it, top of the list, must find 20 minutes, half an hour a day to be silent.

AMY: Great; 20 minutes. Then just giving people an inspiring homework assignment.

ARIANE: It's a good question, too. I would say ask yourself the three tough questions that create so much change. Number one is what do you say to yourself when you look at yourself in the mirror, and I don't mean I'm too fat or I have wrinkles, I need Botox. I don't mean that. What am I really saying to myself on a consistent basis? I'm a failure; I'm too old; I still haven't done this; whatever. I'm comparing myself to other people. What's the thing you consistently say to yourself?



Question number two is, what do I need to be honest about? I've stayed in a job too long; whatever it is; I have an addiction.

Number three is, who do I need to forgive? Those are your questions, because the minute you, and you probably already have the answers that I've just mentioned, but when you find those answers, it's hard for you not to start moving towards doing something. It's taking them out of your blind spot, having not asked those questions before, and they're like seeds; they will start growing and they will ask for you to move in the direction of forgiveness, of honesty, and of being much kinder on yourself, in terms of what you'll say, and you'll start catching yourself and go, oh my god, there's my mind again doing the comparison thing.

AMY: Yes. So what do I say to myself on a consistent basis, what do I need to be honest about and who do I need to forgive.

Ariane has been kind enough, this is really spectacular, she is going to be giving away ten books, which I think is so incredibly generous. Right after we hang up from this call is when it will begin, so the first ten e-mails we receive with the words First 30 Days in the subject line, and you can e-mail to [Program@WakeUpCallCoaching.com](mailto:Program@WakeUpCallCoaching.com) with the subject line First 30 Days, and the first ten people right after we hang up from this call, so not yet, but right after we hang up from this call, the first ones that we receive right after 1:00 Pacific Time will receive a copy of her beautiful book. I cannot recommend it highly enough, especially if you feel like you're in that place of change or you can feel yourself, as you ask those three questions, revving up for change. [The First 30 Days: Your Guide to Making Any Change Easier](#), and please join Ariane's beautiful community at [First30Days.com](http://First30Days.com).

Then finally, please share this series. If you love what we're doing here share it with your friends, encourage them to join the free series here at [TheWomenMasters.com](http://TheWomenMasters.com) and let us know if you love the call. You can post on our Facebook group if you'd like; you can just search for the Women Masters community and you'll find us on Facebook.

Then we have our Deep in the Learning call tomorrow, our study group call tomorrow, Friday, at Noon. You can join that group by going to [ReadyToGetInspired.com](http://ReadyToGetInspired.com). We're going to be diving into a lot of these questions that Ariane's posed here, and I'm really excited. We're going deep on those calls. You're going to get partnered up, you cannot hide on those calls, so if you want to just be a fly on the wall, not the right group for you, but if you're interested in implementing this, join us, [ReadyToGetInspired.com](http://ReadyToGetInspired.com).

With that, Ariane, thank you so much for being here. What a huge amount of inspiring information. Thank you so very much.

ARIANE: Thank you, Amy. What a pleasure. I'm going to offer my e-mail address as well, just for people who want to get in touch with me personally. It's [ContactAriane@First30Days.com](mailto:ContactAriane@First30Days.com) and I will get back to you. Give me a little while to get back, but anything personal, professional, anything I can do to help, please let me know, and I blog regularly, so I encourage you to come see me or follow me on Twitter if you want. I'm [@ClickAriane](https://twitter.com/ClickAriane).



AMY: Great, and I also just want to let people know to go ahead and purchase a copy of the book and then go to the First30Days.com website, and there are a whole bunch of free gifts that they get when they purchase a book; some really amazing downloads.

ARIANE: Yes, free gifts from Wayne Dyer and Deepak, Arielle Ford, Marci Shimoff. A lot of the times, I mean, Wayne gave us the top excuses for people going through change. Arielle Ford did a whole lesson about how to attract your soul mate, to create that change in your life, which is certainly what I'm still dreaming and manifesting as well myself, but her course is amazing, too, and you get part of the course for free there.

AMY: Awesome, great, so definitely check out the book, check out the website and with that I'm going to go ahead and un-mute the phone lines. Please share your gratitude once you hear the 'your line has been un-muted,' go ahead and share your gratitude with Ariane. Thank you everybody and we'll talk to you next week. Here we go.