



# *Sacred Depths* Certification

## Befriend Your Fear 1

Speaker 1: Here we go. All right.

Welcome everyone. I hope you're all doing really well and I'm so glad that you're here. We have another big call today and today is actually the start of a little like module within a module. So we're going to start looking at the befriend your fear technique today. Hold on one second.

Okay.

We're going to be looking at befriend your fear. So there's a lot, a lot to look at on this topic. And before we jump in, I guess what I want to say is, and I've mentioned this already a couple of times, but it's important to keep on saying, all of the things that we're learning in this module, we're, we're looking at obstacles and resistances and fears and beliefs.

They all fit together. I have to, for a linear teaching's sake, I have to separate them out but looking at fear isn't necessarily separate from looking at resistance, right? We already in our call on resistance, we hit on fears.

You'll see that looking at beliefs isn't necessarily separate from looking at fear, right? So for example, in resistance archetypes, we looked at the types of obstacles that can bring your relationship with a client to a halt or the work that you're doing together to a halt.

And last week's class was about getting your client out of... Or that class was about getting your client out of the energetic hold of that archetype, that's like bringing the work to a halt. But once you get the client out of that energetic archetypal halt and the resistance is you're still going to want to go deeper and look at fears.

You may do a befriend your fear technique at that point, once you get that green light again, right, that we were talking about with the resistance archetypes, or for example, back to last week's class, you may notice that there's a particular projection or trigger that your client is bringing in.

You're going to want to create awareness on that but then from there, you may want look at rewiring some of the beliefs behind the trigger or befriend the fears underneath the trigger.

So they all these pieces fit together. And again, my intention is never to give you one way, like this is the method because it's just human beings for better or worse don't work like that, right? This is an art not a science. My intention is to give you as much information as I can, first of all on human behavior so that you can note things and see what you need to see. And then from there, give you a whole treasure trove of tools and techniques for you to pick and choose and mix and match as you need them.

So all that being said, we're going to start looking at fear today, and this befriend your fear we're going to do it over the next three calls. There's a lot to look at with this.

Today's call, we're going to look at the foundational principles of fear and human behavior and how we want to understand and approach fear.

On our next call next week, we're going to... I'm going to lay out the Befriend your fear technique for you. And I'm going to share with you a... We're going to do it as a group together. And then in the week after that, I'm going to do a demo of the technique one-on-one and we'll break it down.

So that's what we're stepping into before we get into all of that. I just want to say I'm so excited that so many of you already are RSVP to the three-day retreat that I'm holding in January, the Art of Client Transformation. I'm so excited to be able to gift you guys with it. It's such a great compliment to the work that we're doing here in Sacred Depths. Of course, there'll be pieces that we've looked at here that we'll touch over those three days, but we're also going to, I mean, the bulk of that is doing some really deep inner work around what it takes to be an amazing practitioner, looking deeper at fears, et cetera.

I think you guys are going to love it, those of you that will be there and also it will be great modeling of so many of the things that we've been talking about in

Sacred Depths, but applied to a group. So you'll get to... You'll have your like hats on there as participants, but I think you'll also have your practitioner hats on while you're there and things will gel and come together.

So let us know if you want to be there, we'll add you to the list so that you can be there if you are going to be there. Sometimes when we get things for free, it's like, "Oh I'll show up maybe I'll show up, but I'll schedule other things during that time and we'll see how it goes."

Just my one request is that you not do that. Like if you show up, please be there and be there as fully as you can, for the sake of the container and for your sake so that you get as much as you can.

And then the other piece with the Art of Client Transformation, I know some of you have already shared about it with your friends. And I just want to thank you in advance. One of the... I think you guys know this, one of the things that I'm so proud about in my work is that a lot of my work is sustained through repeat clients and through referrals. And I just so, so appreciate anyone that you share with about this work, anyone that you share about the Sacred Depths and anyone that you send to the Art of Client Transformation.

It's going to be an amazing three days that go deep. There's going to be so much value there and I will also be making an invitation into the next Sacred Depths at those three days.

So I just so appreciate anybody that you send there. There's a special discount code for your people and of course, anyone that you send either to the Art of Client Transformation, or just like straight up referral to come and talk to me about Sacred Depths, if they sign up for sacred depths, you get \$300.

So I know the incentive is to just share with friends because it's a great thing, but you also get some cash, which is nice. So again, thank you in advance for all of the referrals. I so appreciate it.

Okay. So that being said, let's start to look at fear and before we get into the foundational principles of fear, what I want to share is that, and you guys already know this, but it's important to say this again, as we look... because this befriend your fear technique is a very powerful and effective one but what's important to remember is that change is a process. It's almost never a once and done, right?

So you've heard me say this a number of times, the difference between a breakthrough and a transformation, right? The breakthrough or the new awareness, the new ways of being, the seeing the possibilities of new habits, the feeling new things, but that has to be applied or come back to persistently and consistently in order for real change to happen.

Right and this is one of the things I won't get on my soapbox for more than 20 seconds. I'll just say like, this is one of the things that really gets me upset about the transformational industry for as much as I love it is that the industry has tricked people into thinking that we don't have to work for our results, right? But this just isn't true.

If you're doing the deep and the real work, it takes work to change. One of the biggest ways to go down quickly as a practitioner is to join, if your clients have the limiting belief that change always happens quickly and for you to become attached to that.

The moment you become attached to the idea that like real change should happen quickly, things are not going to go so well. Frustration is going to happen. Anxiety, you could end up having anxiety. It will cause all sorts of self judgment for you and for your client.

And I think I may have even shared this with you guys before those of you that have listened to the five-hour authentic enrollment conversation workshop that you have in your bonus, your member center on sales conversations, enrollment conversations, I actually oftentimes say to people, if you're looking for the practitioner that's going to fly you to the moon and back in a day, I am not that person. Work is going to have to happen here and it's going to take time. We'll see some changes quick, you'll move forward, but the real work takes time.

So while it's absolutely true that quantum leaps can happen, it is also absolutely true that a lot of times it takes more time. So I want to just be clear on that as we go into this process and looking at fear, okay.

But for now, just on this topic, let me ask you a couple of questions about this. What's your natural rate of true change? So for you, are you someone that changes and transforms quickly or not?

What's your natural rate of true change and transformation?

Speaker 2: When you say rate, do you mean like how long, like how many years does it take you or like...

Speaker 1: Yeah or are you slow, or are you fast? Just to know for yourself, if you're slower or faster. Think about a time where, or times where you have truly transformed, you've transformed habits, you've transformed fears, you've transformed ways of being.

What was required for that? Was it like a once and done and everything changed? Was it coming back and journaling on it over a number of sessions? Was it a year or two of cycling back to ideas, bringing awareness, whatever it is, like take a moment and just survey that for yourself. The things that you've really transformed around what's been required? What has it taken for you? Yeah.

Yeah. Gloria's saying, it's a process. That's how it is for me. I've got a tourist moon. I am slow to change. Penny.

Penny: Yeah. For me, it's like, it is definitely a process, but it's sort of like, it's like the groundwork has to happen. New ideas have to be sat with and played with and changed and it can feel sometimes like nothing's happening. And then the change can happen very quickly, but it only happens quickly because of everything that happened beforehand.

Speaker 1: A hundred percent. I'm so glad you're bringing that in because even like, when I work with clients and they take a quantum leap because sometimes it can happen where it's just like massive change in a moment, for as much as I would love to like take credit for this, like, "Oh my God, this big transformation happens in a moment."

The truth is that it's almost like dominoes, right? Like I just happened that session was with me was almost like the last domino in a series of dominoes that put it over the edge, right. Or we had other sessions put it over the end. I'm glad you're bringing that up.

Yeah. Kathy's saying it's continuous. Adam's saying it feels like the change is happening constantly.

Yeah. Gloria is saying I can understand quickly on a cerebral level, that's the breakthrough. That's one way of having a breakthrough, but slow to live into tangible change. Yes, a hundred... And that's how it is for so many of us.

Adam's is saying, circular versus linear. Exactly, we come back, right and, but each time we come back to it, it gets more deeply integrated.

Rose's saying she transforms with the ups and downs, disappointment and celebrations, right. All of this stuff is obvious, but as practitioners, as human beings, we want to remember this, but especially as practitioners.

So one last question on this. What are some of the judgements maybe before today that you've brought either to your own rate of change or to your client's rate of change? What are some of the judgments that you've brought there?

Right, because we want to call ourselves out if we are making judgments based on beliefs that the industry has fed us about, we need to change in a second.

Yeah. Anything anyone else wants to share on this piece right now around the process of change or rate of change, what you're seeing.

Yeah. Gloria, bring us often brings the, I'm not doing it right. Can be a big one, right and then energy follows energy. We bring the I'm not doing it right, it's not going fast enough blah blah blah and then we don't have our full facility to listen deeply, right. Then we lose our curiosity and we can't, we're not listening in the best ways that we can listen. We're not able to create awareness and the best ways we can create awareness so on and so forth.

Adam was a judging being a slow change or even as she was writing it down. Yeah. Rose, annoyance right, either getting annoyed at ourselves or getting annoyed at our clients right. So we want to just really call ourselves out.

Speaker 2: Or just even feeling like there's something wrong with me. Like, there's something wrong with me because I don't and I think that has to do in part with like comparison and all that stuff. But it's like what you see, what the shiny object looks like for everybody and then like what my reality is very different. That can be very painful, that gap.

Speaker 1: Yeah. A hundred percent, which is why, again, not to be on the soapbox, but this is one of the not great things about social and the surface level of the transformational industry is because it really has fed us BS about what transformation actually takes.

Jordan's saying letting my coach down because I'm not changing at a certain level at a certain pace. Yeah, that's important for us to know as practitioners too, right.

Is that if our clients are making these judgments on themselves, what are they bringing in to the relationship and how can we assure them and help them feel at peace with their rate of change while also wanting to accelerate it, right because both can live at the same time.

Okay. So I'll let you guys continue to marinate on that, but we'll continue on. Well, I want to read this actually from Kathy, because this is important too, particularly for sales.

So Kathy's saying it's made her afraid to have a coach because she takes time to integrate. So I'm glad that you're bringing this up, Kathy, because for your ideal client they probably take a long time to integrate as well. And they may have the same fear that you do when they're thinking about working with you or having a sales conversation with you. And so the more that you can do to normalize the process and to validate it and actually celebrate the time that it takes to integrate and make it juicy, the more it's going to support that prospect to not have the resistance to the work. Good.

Okay. So fear, today we're going to start looking at what I call befriend your fear and I developed the term and concept of befriending your fear after many, many, many encounters and experiences with my own fear, as well as that of my clients.

And this concept of befriending, your fear is going to be very different than most of the talk that you'll see in the transformational industry about fear. A lot of the talk that you see out there is about conquering your fears, slaying your fears, destroying your fears, or even letting your fears go.

And actually befriending your fear isn't even about letting your fears go. It's not, this is about becoming friends with the fear, right, this is a totally different concept than the sliding and the conquering and the destroying. It's like a different stratosphere.

It's so important to befriend your fears because if you ignore or avoid your fears, then they're going to sabotage you, right?

So we don't want to ignore or avoid they'll sabotage you when you decide to move forward. But also if we try to slash the fears, destroy the fears, conquer the fears, they will also sabotage you.

So we'll get to that a little bit more in a moment, but first let's talk about how fear can rear its head because it can rear its head in so many different ways. So fear



may show up as not taking consistent action towards your goals, as not preparing as well as you could, like I'm going to put this in the business context right now, not preparing as well as you could for a class or for a preview or something like that. Not following up on leads or opportunities that come your way. Deciding in a split second on a sales call to lower your rates, when you utter the words on what your rates are. Fear can show up as putting off your most important tasks. And it instead working on little knobby detailing things that really have zero consequence in the bigger picture.

Fear can show up as putting off having important conversations that would allow you to establish boundaries for yourself or get support, right. These are just a couple of examples, right? Fear can show up in so many different ways.

#### PART 1 OF 4 ENDS [00:23:04]

Speaker 1: Fear can show up in so many different ways. And so, already, we can see if those fears are showing up and we don't know how to address them with our clients, things aren't going to go as well, as we'd like to. So, we want to be able to really work with fear so that it doesn't manage our clients. The more that we can befriend the fear, the more that then the client can work together with the fear, and then it doesn't hold them back. So, when we start to look at it, there's a couple of pieces that are important.

The first is; fear is normal. And by the way, a lot of what I'm going to say today is very obvious, but it's the obvious things that we oftentimes forget and tend to overlook. So, fear is normal. It's a hundred percent common, normal, and expected, that a fear of some sort is going to rear its head when you're about to step into something bigger or different for yourself. When you step into something bigger for yourself, most likely, there are fears that are going to come up. Fear is almost always part of the process of expansion and growth. There's nothing wrong with fear. Again, we've come to vilify fear, to think it's something that needs to be rooted out, but it's actually part of the process of growth and transformation. There's nothing wrong with it.

What oftentimes can happen for our clients, and we don't want to join them in this thinking, is that they think that if they're experiencing fear when they want to go after something that they really want, that it means that they can't have the thing that they want. There's this kind of tautology that happens of like, "If I have



the fear, then I can't have the thing that I want." But that's actually not true. It just means that you have some fear. That's all. It's so important, and it's really our job as practitioners, to support our clients to see that fear is normal, that there's nothing wrong with the client because they're experiencing fear or are reacting because of fear. We want to get them out of the fear reaction. But the more that we can approach fear as normal part of the process and then the more we can support, we can normalize this, then the less it's going to stand in the way of our clients.

Just for that fact, simply because, the shame of the fear, "I'm ashamed that I have fear," can sometimes become even more of an obstacle or a block than the fear itself. So, let's pause here for a moment and just take a moment, you can jot some notes on this for yourself if you want. What's the attitude that you've had towards fear, in your own life? How have you approached fear? Have you seen it as normal, even a positive thing? When I have clients that are about to do something big, if there isn't actually a little bit of fear, I feel like we haven't hit the right goal, we're not working towards the right goal. So, what have your attitudes been, your beliefs, your approach? Yeah.

Jordan's saying the shame piece is big for her. Not allowed to have fear. There's something wrong, shameful about having fear. Need to be strong always. Kathy sees fear as a signal that something needs to be looked at. Yeah. So, you see the difference just in perspective of practitioners of fear, like, "Oh my God, my client has fear. I think something's gone wrong," versus, "Oh, fear is coming up. There's something golden here for us to look at." And I don't know who's on the iPhone, but whoever did this [inaudible] fears a pain in the ass. Gloria, "It's information to us that something matters." Oh, that's Patty, great. Penny's saying she's seen fear as something to overcome, a problem, want it to go away quickly? A lot of us can approach it that way, and then the shame kicks in. Rose is saying, "Fear is telling me that I've reached my limit." Yeah. Fear can tell us a lot. Okay, good. Let's keep on going.

So, that's the first foundational principle; fear is normal. So, that leads us to the next principle or concept; there's always something to risk. When we or our clients create big goals for ourselves, when we get ready to step into a bigger place for ourselves, there is always something that is at risk. When you go after any dream or desire that you have, that is different from the place that you are in now, there is always some relationship, some held belief, some value, some

object, some issue, some idea of yourself, maybe, that's at risk. So, you can think of it like jumping off a cliff. If you're at the edge of a cliff, and what you want is on the other side of a chasm, if you make it to your goal, to that bigger place, then you have to risk where you are right now. You can't stay in the one place or the other.

Or a better way to say it is, let's say you're on your couch and you're really comfortable on your couch, but you really want a piece of chocolate, and the chocolate is in the kitchen. You really want the chocolate. You know your life would be better if you have that chocolate. You have to risk getting up off the comfortable couch to get to the chocolate. So, this goes with... Again, there's always a relationship or an aspect of a relationship or a dynamic of a relationship. There's always a part of ourselves, there's always an object, there's always going to be something to risk. It doesn't mean that you have to let go of it. You can come back to the couch. You may sit on the couch in a different position than you did before. Whatever it is, it's not that it has to be gone forever but to get to the next place, you have to be willing to give up where you are now, or a part of where you are now.

And for a lot of people, that's the moment when the fear comes up. For a lot of people, they've identified the chocolate, the goal, but when they start to think about, "Okay, now let me get to the goal," consciously or not, they realize that they're not going to be able to stay where they are now. So, this is, again, important for us to know as practitioners for a couple of reasons. Number one; to make it okay to risk, to make risk okay, not a bad thing. And we're going to get, in a moment, to some philosophical underpinnings to that. Number two, the other reason why it's important for us as practitioners to know this, because we then may be able to detect when fear comes up for a client, but it's not necessarily the client is saying, "I'm scared right now." The client is saying, "I don't want to raise my rates." We'll know that there may be fear involved there because it's at that moment of risk. You guys with me so far? Yeah. [Allana 00:34:17].

Allana: I feel like I'm always like, "but I have a question about..."

Speaker 1: Feel free.

Allana: Some tutors are just like reptilian, they don't have any... But you said there are things at risk, but there are contexts in which, even if it's a psychological fear,

there are very real consequences of things that might happen or impact. Am I making sense?

Speaker 1: Yeah. That's why I'm saying there's always something at risk.

Allana: And it could be a significant risk of physical or mental health, or something like that. And so, how do you mitigate that or dance that with yourself or with your client? It's like, maybe raising their rates right now, is it about the desire has to be greater than the fear, or... You know what I mean? I don't know. I'm not [crosstalk] a fully-formed question, but I think what I [crosstalk 00:35:05].

Speaker 1: Yeah. It is totally formed. So, there's always something to risk, and sometimes the risk is worth it, and sometimes the risk is not. That is a fact. Our job as practitioners is not to get the client to the goal above all else. Our job as practitioners is to support our clients to create awareness about all of this, and then help them connect into their highest wisdom, to know if the risk is worth it or not. And we're not going to get to the process today. We'll start to get to the process next week. But that's actually built into the befriend your fear process. As a practitioner, I do not want to be attached to like, "Raise your rate at all costs." But I also don't want to be attached to, "Stay safe at all costs," either.

And so, it's an inner process of supporting the client to see, "Okay, this is the fear, make friends with the fear." Now, the fear, in the end, may be, how do you want to call it, wise. It may be giving you the right advice, but at least then we're more at peace with it because we've become friends with it, and we've made the conscious decision instead of the fear unconsciously making the decision for us, or we may decide to override the decision while we hold hands with the fear, anyway. Is that helpful?

Allana: Super helpful. Thank you.

Speaker 1: Yeah. You're welcome. Okay. So, let's stay with this idea of risk for a little bit longer. Let me see how I want to say this. Well, we already know this, so I can just say it this way. In a certain way, your ego likes to be comfortable. There are a few people out there that are wired to always want to take risks. They're happier when they're taking risks. Those people are incredible, although prone to many accidents, but for most of us, our ego wants to keep us comfortable. So, our ego, which is the part of ourselves that likes to think that where we are right now is safe and comfortable, is almost always going to feel like you're risking something when you're moving forward. I mean, you are risking something. But here's the

vital part. This is important. Well, before I get there, I'll say this, and you guys already know this, but I'm going to say it.

So, the ego wants to keep us in our safety zone even if it doesn't feel good in whatever our safety zone is. "My pricing feels shitty, but I feel safe in this pricing. This relationship feels shitty, but I feel safe in this relationship." So, unattended to, when it's not made conscious, the ego is almost always going to choose, by default, the familiar and the comfortable over the new and the stretch. Someone put it in that chat before, that reminds them of stretch, risk or die, exactly. But here's the thing. The thought, the idea, that we can always keep ourselves safe and secure, is a lie that we tell ourselves to trick ourselves into thinking that everything is okay, that we're going to be okay.

Allana: And that we're never going to die.

Speaker 1: And that we're never going to die. Exactly. So, I first realized this. I'll just tell you guys quickly. I was living in New York during 9/11, and when September 11th happened and then the city put in these... I forget what they were called, but they were like safety zones. Like, "Are we in the red zone right now with safety? Are we in the yellow zone?" All this stuff. You know how safe the city was, and secure from terrorism, whatever it is. And I remember thinking like, "This is also silly in a way, because life isn't safe." I know this is very philosophical and meta, but it really can come to play when we look at our own fears and with our clients. Life is always changing. In order to be alive, we're always actually moving and growing, all of that. Yes, we can root down like trees, we can be grounded, all of that, but actually none of us knows what the future holds. Even if we decide to keep the same rates, even if we decide to stay in this shitty relationship, even you're like, "Whatever it is," anything can happen.

The next day, we're not actually comfortable. Or I shouldn't say we're not actually comfortable. We are safe, and also we are not. Nothing is secure. Our health isn't secure. Even if we have the strongest of relationships, they're not foolproof, they're not always secure, our bank counts aren't secure, our homes aren't secure. I don't tell you this to induce fear, but actually more so that you can see how amazing real life actually is. Gloria is saying she's here for the meta. Good. I'm so glad. "And COVID has showed us the illusion of our security this year." A hundred percent. Okay. So, let's pause here. What are you seeing so far when it comes to security and risk, that's important for you? What's important here for you? [Swati] is saying, "What I'm noticing is that going after security causes more

anxiety and takes me out of the present moment." Yeah. That's so big. And I would say, oftentimes, going after security also keeps us stuck.

Penny is saying, "It's the fear of the unknown. Hard to be in the mystery sometimes, for sure." What else are you guys seeing? [Alana] is thinking of The Hobbit by Tolkien. I haven't read those, but Bilbo's nature was truly to rest and be cozy in the shire, but living the life that he was meant to live involved the quest. But he did come back to home in the end. Nicole is saying, "Fear is a huge driver in my clients whose parents are immigrants. Their parents' guidance is fear-based because they didn't have the luxury of taking risks in trying to survive." That's really big. And I can see, Nicole, how even just this conversation could be so useful for some of those clients. Rose is saying, "I want to be comfortable all the time." Little crow Rose is saying, "Yes. I guess I want to be comfortable all the time, too."

Rose is saying risk is opening new doors. Beautifully said. So, I always like to bring things back to the cycles of the earth and nature. And again, so obvious, but I just want to remind you guys that in the end of autumn, and for those of us living... I always forget hemispheres. Are we in the Northern hemisphere? For those of us living in the Northern hemisphere, we'd have to look out our windows right now. This is the exact moment, actually. We can see this. The tree has to be willing to risk her leaves and go into the mystery of winter in order to have rebirth and new leaves and new flowers and new fruits in the spring. You don't get the new growth of the spring unless there's a willingness to risk what is no longer needed before that.

## PART 2 OF 4 ENDS [00:46:04]

Speaker 1: ... no longer needed before that. It's such a beautiful lesson from mother nature about what we need to know to help us move through fear about giving permission for risk and the opportunities that open up when we do that. Okay. So, let's look at this just a little bit more. What does being safe mean to you? What does being safe mean to you? (silence)

And I'll add to that, what's a working definition of safety that can actually help you... Yeah, I don't know how to say it, like be resilient, walk with your fear, take risks when it's right to take risks? Whatever definition of safety you've been working with up until today, what's an upgraded version of safety that could

really work better for you? That question makes sense? And some of you are already writing to these. Rose is saying, "Having my family around me." Kathy is saying, "Being safe means being connected to myself so that I have a knowing that I am moving as I must." Really beautiful. Penny is saying, "The risk is easier when I'm deeply connected to my faith, that God source has my back and he's there for me." Gloria is saying, "Being safe means feeling free. My needs are met and I'm allowed to express myself creatively."

All right. Let's pause here. I'd love to hear from one or two of you voice to voice. What are you seeing so far that's important here for you? What's really resonating? What's coming together for you? I think I saw Gloria raise her hand. Yeah. Just go ahead and unmute yourself or raise your hand on the thing because I can't see everybody's faces at once. Gloria.

Gloria: [inaudible 00:49:36]. I'm really appreciating the working definition of safety. I will have to think of that more, but I see that almost like how we work on values and develop values and make them a benchmark for our decision making. It's like the working definition of safety to us can be that benchmark for how we relate to our individual fears.

Speaker 1: Yeah. Yeah. Exactly. It does create a new relationship to fear. And then how we want to work with the fear or it helps us work with it better and have it so that it doesn't just make these decisions to keep us in what? Comfortable, right? Then all of a sudden the opportunities can expand. Good. Beautiful. Penny.

Penny: Yeah. It makes think about safe containers and having a safe container in which you can play and operate and feel like you've got that taken care of. And then from there to be able to sort of like a toddler who's running out to try new things but can go back to the mom for refueling. So, when you've got your safe space and container and boundaries and self care and all that kind of stuff, you can go out and take the risks and know you've got where to come back and land.

Speaker 1: Yeah. I love that. And that's also great just from a facilitator point of view, to think about too, right? If we create that safe space container for our clients, right? Like some of the clients maybe are going to be the toddlers that can run all the way down the block before they have to come back to the container, and some of our clients are going to be maybe the one that's just like, right? A couple of feet away and then coming back, right? And either is fine, but it's a nice, kind of a metaphor to think about and then how we'd strategize with those clients as well.

Penny: Yeah. Okay.

Speaker 1: Alana.

Gloria: Okay.

Speaker 1: I'm sorry. Alana and then Gloria.

Alana: I have an awareness that's come up for me around this idea of risk, because I have some PTSD because of certain traumatic experiences. So fear for me feels very heightened. My nervous system gets triggered quite easily and it's hard for me to discern what's actually a real threat in this moment versus like... And so, it's something about not conflating past experience or trauma with the present moment to being able to separate what is my fear right now versus what is my fear that is actually about. And then I also have generational trauma that I have absorbed. So, it's like, what is my fear that's not even mine? Or what is the fear that's mine from a past experience but that doesn't mean that that's what's going to happen this time?

Speaker 1: Exactly. So, that's exactly one of the next pieces that I wanted to share. So, well, yes. 100%, which is that the more that we can then look at fear through this lens, the more we can support our clients to befriend fear and we'll see more what that means, create awareness of it, whatever, then we have more agency. We have more agency to say, "Okay. This is where the fear comes from, right?" Oftentimes it's from when we're children, it could be generational in our bones. It could be traumatic from one we're adults, but whatever it is, we can say, "Okay. This is where the fear came from." Now, is that a threat to me right now? Or do I have different resources than I did in the moment that that fear came into being?

Just by supporting clients to create that delineation and then see is it my child self that is scared or does my adult-self have different resources than my child-self does? Is it actually my grandmother's fear? Does my current self have different resources than my grandmother, right? Like for me, in Nazi Europe had, right? Whatever it is, just that awareness alone can create a different relationship with the fear and then give us different choices on how to move forward. Good.  
Gloria.

Gloria: This might be connected and you might touch on this later, but I'm curious about whether the definition of safe for someone might mean something that's still outside of their control. How do we as practitioners, or I guess, is that our role to



kind of delineate? What is a generative definition for them? A workable definition for them. I don't want to say realistic, but something that actually can create true safety. I know that the [crosstalk 00:54:49]-

Speaker 3: I think what comes up for me is sometimes people can have a definition of safety that's connected to some sort of success or achievement. And I think it's still outside of our control and as... Yeah.

Gloria: So, it's a great question. So, in that case, always coach the what based on the who. I can't promise that it would be this every time, but I can promise that at least 90% of the time, this is what's happening, is that the client has this thing, like success in business, that's a desire. But unconsciously inside of themselves, they've conflated the desire with that's what's going to keep me safe. And that's because of old programming things they heard from their parents, their culture. So, our job isn't to say, "This is what's safe and this is what's not safe," but our job is to unhook this. To bring awareness to this idea that I am thinking that that's what's going to keep me safe because they're not consciously in their mind saying, "That's my safety. That's my safety. That's my safety." That's deeper, right?

So, you'll see, when we go through the befriend your fear process, it brings awareness to it. And then they have choices, right? Then they say, "No, if I don't have a \$100,000 in the bank, I am not safe." Right? I don't think anyone would end up coming to that necessarily. But let's say, extreme they did, then you can at least say, "Okay. So then here's the plan." Right? But there's more awareness that's being brought. Most likely they'll say, "No. I actually need 30,000 to feel like all of my needs are taken care of." And then the 100,000 is ego or whatever it is, desire. I don't know. I'm going off. But do you know what I'm saying? It's about creating that awareness.

Yeah. Thank you.

Speaker 3: Yeah.

Speaker 1: Yeah. Alana's saying in certain cases, embodied work needs to happen for sure. And so, the befriend your fear process is actually a sematic process that we'll get to. What I do want to say is, I'm going to give you enough over this session and the next two sessions to start to work with this with your clients. And you're going to see this is one of those parlor tricks you're doing. And beautiful breakthroughs can happen once you learn the process. But that being said, I do want to say after sacred depths, for those of you that want to continue with me,

we do a full going deep into these sematic processes and more like two day retreats to really go deeper into them. So, you'll get what you need to start to do this and do the embodiment work and there are other places you can go.

So, okay. Next concept, one that you've probably heard of before is there's a great acronym for fear. False evidence appearing real. False evidence appearing real. So, what that means is that when you go into a place of fear, you're actually looking for, searching for and even bending some facts to find evidence, any evidence in any little experience, scenario, email, glance that somebody gives you to confirm a fear. But the evidence isn't actually real, it's false. It's just that your ego is looking for confirmation of what it's afraid of. So, it makes the evidence real. So, a big component of befriending your fears is to really get connected to the fears. To face the fear. To see where they're coming from so that we can really just see them for what they are. That makes sense? Okay. And then, before I go on, I want to make sure that I say this because this is important and this goes back to privilege. We always always in backdoor listening skills, we want to always be aware of our filters.

Because if we have a certain privilege and we're not aware of our filters, and a client expresses a fear and they are not in that same place of privilege that we are, then we become unable to help them assess the risk. Then we become unable to fully legitimize the fear if it needs to be legitimized. Does that make sense? So, I'll actually give you an example from today. I was in session with a private client of mine and we were looking at one of her patterns. And what we came to see is that she's suppressing her anger. And when we started to look deeper, she said, "I've never seen this before. But I think part of it is that I'm scared of being seen as an angry black woman."

This client of mine is black. She eventually, by the end of the session, came to see for herself that she gets to be as angry as she wants. And she'll be whatever safe means, no matter what. But it was not my place in that moment to say, "Don't worry. You can be an angry black woman and you'll be okay." Right? Because there are certain threats to her that I have not experienced because of my privilege. That makes sense?

Okay. So, false evidence appearing real. And the more that we can then support our clients to see what's real and what's not real, the more there'll be able to make these choices. Which brings us back again to the concept of befriend fear. Hopefully what you guys are starting to see through all of this is that we want to

make friends with it. We don't want to push it away. We don't want to ignore it. We don't want to avoid it. We don't want to make it bad. We don't want to make it wrong. We don't want to make it something to be destroyed. We want to get to know it. The more that we can get to know it, and as Alana pointed out, not just on the intellectual level, but on the heart level, on the body level, on the spirit level, the more that we can actually be with it, make friends with it, it's not like then it goes away.

There are fears that over time just disappear because we've worked with them and worked with them and worked with them. But what my experience is, especially in the beginning, when we start to work with a fear, when we befriend it, what happens is it's not as loud anymore or it's put in its right place. And then we can walk forward with it towards what we want.

Have I told you guys my Sesame Street story before? And I'll tell you guys my quick Sesame Street story, because it's really applies here. So, all of this reminds me of a cartoon that I saw on Sesame Street when I was really little. That really illustrates this concept. So, it was a cartoon and it was a conversation between the sun and the wind. There's a man walking down the street, he had a raincoat on and a hat. And the wind says to the sun, "I bet you I'm stronger than you sun. I bet you that I can get the hat and the raincoat off the man way quicker than you can." And the sun says, "Great. I'm game." And so, the wind goes first. And the wind starts blowing and fighting and trying to just force the hat and the coat off the man and with full power trying to get rid of the hat and the coat. And what happens?

It's not that the coat flies off the man, the man ends up clinging on even more tightly to his hat and his coat. Holding on even more. And then the sun goes. And the sun just loves the man and the hat and the coat, and just sheds light on it and sheds light on it and sheds light on it, until finally the man gets so warm that by his own choice, he takes off the hat and the coat.

When we fight the fear like the wind, we cling on to the fear. The fear wants to cling on even more strongly. Because it has something to teach us. It's there for a reason, right? When we can befriend it, when we can love it, when we can shed light on it, it actually takes a back seat on its own. Okay. So, I want to spend the rest of our time looking at some of the top underlying fears that are laid right underneath fear behaviors like not raising rates or not showing up for presentations or staying in relationships that aren't good for us, whatever. But

before we go there, anything that wants to be said about these foundational principles of fear? Any questions or anything that you're seeing that feels important? You guys are good? Okay. All right.

So, now that we have some of these foundational philosophies of fear in place, I find it helpful as practitioners for us to know, and this isn't exhaustive, there's more than the fears I'm going to mention, but I think it's really helpful as practitioners to know some of the top underlying fears. Because it can support you as you're working with your clients to help them identify what the fears are. It's good to have these on hand for yourself. Because again, sometimes a client will be self-aware enough to be the first underlying fears like fear of failure, right? Sometimes a client will be self-aware enough to be like, "I didn't do that because I have a fear of failure." Right? And then you can just go with that. But most of the time, it's just going to show up as, "I didn't prepare for the presentation. I didn't do the outreach. I didn't..." All of the symptoms, and then part of your work is to help them see what the fear is and then make friends with the fear. That makes sense? Okay.

So, as I go through these, take note of which of these fears are operating for you. Which ones you know for yourself. And if you're working with a coaching partner for certification, take note of which ones you think are operating for your partner as well. So, first one underlying is fear of failure. When someone has a fear of failure, again, whether they say it out loud or not, because they may not yet be conscious of it, what it basically is, I'm simply not going to make this happen, right? Whatever this is. I'm going to fail at this.

And failure in the task at hand, whatever it is, is somehow acquitted with failure as a human being. That's why it's a fear. That makes sense? It's like their value and their worth is predicated on not failing at this thing, right? Because if we weren't conflating that if I fail at this, it means I am a failure full on as a human being or whatever it is, or my business as a full failure or whatever it is, then it wouldn't be so scary to just do the thing. Or it wouldn't feel so scary if the thing didn't turn out the way we want it.

### PART 3 OF 4 ENDS [01:09:04]

Speaker 1: ...or would it feel so scary if the thing didn't turn out the way we wanted? Here's another common underlying fear. Fear of not being good enough. This fear

can say, "You're not smart enough, you're not beautiful enough, you're not savvy enough, that design isn't good enough, that coaching session wasn't good enough." Right? This is just one that can come up around any not enough. I'd venture to say every single one of us has done not enough here in one place or another. So, if a client has the fear of... I don't know, not being what enough, not being creative enough, she may not enter her designs in a contest,

Fear of not knowing how to do something or not knowing how something is going to work out. So, for example, the fear of not knowing how to market yourself, or the fear of not knowing how to talk to a prospect. Of course, we all want to know exactly how to do each of the tasks that we're setting out to do. But sometimes the fear can run the show. If we're not letting ourselves to do something, we're stopping ourselves in our tracks because we need to know every little last piece of how it's going to work out. This is a little bit fear of the mystery, which think someone said penny said earlier is also related to the fear of death, right? Or maybe Alana said it, but so sometimes we think we need to know everything and we're scared if we don't, than if we can't do it.

I just want to also say, this needing to know everything can be very tricky ego game, that if our clients do this, we want to call them out on. So, what I mean by that, is sometimes I'll be working with a client and we'll talk about a new program that they're going to do. And we're just starting, they've just hit on the most amazing new offering for them that integrates all of their brilliance, and it's just like it's their mission to do this. It's like, "We know, right?" And then before we're able to even get into the details of it, all of a sudden they'll stop and be like, "But how am I going to fill the program? And how am I going to know what the message of the program is" All the things, right? And sometimes in that moment, maybe as practitioners you want to say, "Well, the message is going to be blah, blah, blah." Or, "The launch might look like blah, blah, blah, whatever the things."

But that's actually not in that moment. That's not what the client needs, because then they're going to need more details and they're going to need more details. And they're going to need more details because it's this fear of not knowing that's coming up. And what I often do in those moments is that, I'll tell a client, "This is just your ego wanting to sabotage you." We're going to get to all of the details of how this is going to roll out. What's important before we get to the details is the commitment, the excitement, the desire about this new project.

Another common fear is... This is going to sound funny at first, but fear of success, right? So check this out for yourself. Do you have any preconceived negative notions of what it means to be successful? Any judgment around what kind of people are successful and what they have to do to get there? That was big one for me for a long time with my business, right? Because it's only like vapid, I don't know, not deep people who don't have hearts and souls that are really good business owners. Whatever it is, right? And so, the first couple of years of my business, I held myself back from certain kind of marketing that actually was totally sold fall, but it was because this fear of "I'm going to be that person if I do it."

Fear of being seen and being visible. So, this is a biggie for a lot of people. For as much as we long, and especially if you're an entrepreneur, or a leader, for as much as we want to be seen, For some of us, I have a big fear of being seen that I've worked with over the years. If you have this fear of being seen for as much as you want to, the fear can really stop you in its tracks.

You're terrified that if you'll be seen and you're visible, then you'll be maybe open to more criticism or you'll be hurt in some way, or you'll have to stand up for your values or whatever it is. Or maybe you're scared that if you're really seen, people will think that you have too much of an ego, or that you're too big. "Oh, she's too big." Or, "Who does she think she is?" Right? Lots of different kind of ways that the fear of visibility can kind of show up or express itself. If you are someone like me, who has in your family history, or religious history, or cultural history, or racial history, any kind of... Like literally you were punished for who you were, then there's a pretty good... And that hasn't been worked through, then there's a pretty good chance that there's a fear of being seen that's rolling around in there.

So, I'll tell you guys very, very quickly. When I first started my business, it was a long time ago. So, there wasn't any social media actually when I started my business. And websites, some people had websites, some people didn't, but you at least had a head shot, right? That you had on your materials. I still had written material brochures back then. Anyway, when I put off getting head shopt for a good while. And then finally, it was like, "Okay, I need to get head shots" And I got my head shots, and I put them on my website, and whatever it was. And then shortly thereafter, I was connecting with a new colleague, a colleague that I knew very well said, "You need to meet this woman. I think you guys could be great. Put something together. It was just good for you to know each other."

And so we had a phone conversation. It was before zoom or anything like that. We had a lovely conversation. I think I may have told you guys this story in creating awareness, but I'm going to tell it to you in the context of fear now. Anyway, at the end of the conversation, she was like, "I just want you to know you're amazing, and you're so magnetic and you are this, this and that, but when I looked at your head shots, I just thought you were not going to be like that at all. You're wearing really, really dark colors in your head shots, and you have dark hair and it all blends together, and you're not looking at the camera in your head shot. You actually look like you're hiding in your photo."

And I was so mortified. This stranger telling me this. But I went back and I looked at my photos, and she was 100% correct. My photos were like, "I am your anything you can do." I was wearing, I think... anyway, it doesn't matter. The point is, I always did not want to be seen. It was very clear. I looked at this, I was hiding. I did not want to be seen. Some things are mysterious it's true, but it was a bad kind of mysterious. Not a sexy kind of mysterious. In any event, I am like, "What is going on here? These head shots are here for me to be seen so people can hire me and come into my business. And as I started looking more at it, befriending the fear, I was so worried away. It was because of my family. I have a family history of literally people being murdered for being who they are."

And it was so strong for me. But the more that I looked at that fear and I worked with it, I took myself through the process that I'll be teaching you over the next few weeks, it started to subside enough for me to get new head shots. Not enough for the fear of visibility to completely leave me, I still have next iterations of it, and next iteration, and next, but every time that becomes easier to move through.

Okay. Next fear. Fear of not deserving what you want. Just basically fear of, "I am not worthy. I do not deserve. I just don't deserve to have a great relationship, or I just don't deserve to have money in the bank, or to get my book published." Something like that. Fear of losing connection with loved ones, or losing connection with self. So, the losing connection with self might be like, "This is going to take so much of my time and make me so busy that I won't have enough time for myself." Or, "When I hit this, then I'm going to become this kind of person."

It looks similar to success, right? Or fear of losing connections with loved... Or you somehow you'll lose your true self, right. And, or fear of losing connection with loved ones. Either there won't be time for loved ones, or fear of outgrowing a



loved one. A lot of times when I work with women on their businesses and they're on the cusp of something amazing in their business, and they start to hold themselves back, a lot of times we'll see, it's because they're scared of outgrowing a partner or a parent, right? So, this can also go along with fear of surpassing loved ones.

If you've got any kind of code in your family, or in any of your relationships that you don't get to go beyond a certain point, because nobody else has gone beyond a certain point, when you hit up against that point, you may not even realize it, but you're going to slow yourself down unless you become aware and befriend the fear.

The fear of getting hurt Or having others get angry at you, right? "If I put myself out there, and really ask for the rates that I want, people will laugh at me, or if I do this, whatever that this is, people won't like me, they're going to reject me, I'll be abandoned." Any of that. Now, again, there's a lot of other underlying fears out there, but these are some of the most common ones that can kind of help you guide with clients or hear between the lines with clients, create awareness. Which is the one as you were listening, that feels the strongest for you? You may have more than one like I do. Like most people do, but which feels like it's the strongest for you?

Swati is saying all of them, Jeannie not knowing how it will work out. Gloria is saying being seen, the not enough, Autumn, fear of being worthy and being seen, peer failure, visibility, the fear of abandonment, yeah. Fear of not being good enough. Yeah a lot of those. Being seen losing connection with loved ones, yeah.

Now think about... You always think about a client that tends to sabotage a lot, or get stuck a lot, or someone in your life that tends to sabotage or get stuck a lot? If you don't have a client to draw from. If you were to take a guess... And by the way, a lot of times our guesses as practitioners are correct, but sometimes a client will surprise you with one that you didn't see, right? So, that's all... Again, just as we go learn the process next week, we always want to be curious, but a lot of times we can peg it. So, what is it for that person, right? Like a client that is maybe a little stuck right now, if you were to guess that a deeper underlying fear or someone in your life, what do you think it would be? It could be one that I mentioned or another one. What is that person scared of if you were to take your best guess?

Penny: Okay. And where would fear of hurting others come in? I have a client who's very afraid that if he does certain things, he'll hurt his parents, hurt his girlfriend, he's really afraid of hurting other people.

Speaker 1: Yeah. I know, I think that's it. I mean, it just comes in as that's the fear, right? And so, you'll see, penny, as we look next week, how you want to start, probably you've already created awareness, but we can kind of... And we can also do it in the body, to become aware, and then all the different pieces. But even just if you haven't created awareness on that alone, this is a pattern, that can just be so huge, right? Good. Okay. All right. We still have so much to look at on this topic. We're going to get to techniques and juicy stuff next week, but for today, what are you... Two things I want you to takeaways. What are you taking for yourself? Your own personal, and then what are you taking as a practitioner? What are you taking for yourself personally? And what are you taking as a practitioner? And I'd love... You can put in the chat for sure, but I'd love to hear at least one voice to voice before we wrap. You can share both or one, penny.

Penny: Yeah. I think that for me, it's the taking that leap of faith to befriend the fear, to really look at it and be with it and is the peace shirt me that's always... It's like that leap. Once I've befriended it, then it actually does melt, just like shame. And for a client, it's creating that atmosphere of being able to through awareness then befriend it, I think. It's like giving them permission to see that it's possible to do that and not beat themselves up about it.

And I put in earlier, I really feel in a lot of ways that this methodology is so much more the feminine way and that a lot of what we see out there right now is a very masculine driven, slay it, beat it, destroy it, get rid of it kind of thing. So yeah, for sure.

Speaker 1: Yeah. And once you have that environment that you're talking about, it opens up the way for so much more depth than for all of this. With my clients, it's like, "Oh, fear has come up." And they may be frustrated in the fear or whatever it is, but it's like, "This excitement, okay, let's look at this now. Let's really go there, right" And that's half the battle.

Penny: Absolutely, yeah.

Speaker 1: Good. Good. Jordan is saying for herself to be gentle and curious and allow for space. Yeah, and same for clients, normalize the fear. Kathy, you wrote earlier that you have a client who's afraid to expand because she fears becoming ill.

That's always a tough fee when there's a fear of getting ill, and also it can hold so much gold. So, think about her as we go through the next few weeks to... And you'll see the more that you can really start to unpack that fear and where it came from. And again, like what I was sharing with Alana, when the time that it happened, what were the resources that she had, that maybe it was actually an act of self-compassion to have that fear at that point. Because she didn't have the resources, but how her resources are different now or her situation is different now, or where are the places that she can play with this? Even just doing that can open up so much for a client.

PART 4 OF 4 ENDS [01:30:12]