



Fabienne: My guest expert today is Pam Hendrickson. Pam has been producing, launching, and marketing highly profitable products for many of the top names in the personal and professional development industry for over 20 years. In addition to consulting with entrepreneurs, celebrities, and CEOs, Pam spent almost 20 years at Robbins Research International, where she worked directly with Anthony Robbins as the Executive Vice President of Content and Product Development.

Pam is the bestselling author, along with her colleague, Mike Koenig, of *Make, Market, Launch IT: The Ultimate Product Creation System for Turning your Ideas into Income*. She has grown her consulting and product development business to seven figures in just under two years.

I am thrilled that you're here with us, Pam, to share some of your best practices.

Pam: Thank you. It's my absolute pleasure.

Fabienne: I'm going to be asking you a lot of questions today about your take on what it takes to play bigger: in your life, in your career, in your income, just what it takes to get out of your comfort zone and create really, really great things in your life.

Before we do that, tell us the Cliff's Notes of how you got to do what you're doing today. What was the process?

Pam: I think like you and like many people, nothing is ever a straight line and we end up not at all where we thought we would end up. I know you can relate to that. I grew up in a small, kind of blue-collar-ish town in western New York State. My mom was a piano teacher and a church organist, and my dad was a manufacturing engineer at Corning Glass. When I was growing up, it was a very traditional environment and the values were education and tradition. I was really taught that the answer to everything was education. So, I worked really hard, I went to a great school, got a great degree. When I graduated, I thought, "Okay, I'm going to go on and get my advanced degree in clinical psychology and such." I just knew something wasn't right.

I had a moment, I won't give you the whole story in this short time, but I was traveling home from where I was in Providence, Rhode Island to my parent's house in western New York State and I totaled my car, almost totaled my life. When something like that happens, I think you just go, "Whoa." It's so funny the things we think about. As I'm in the snow and these mountains dealing



with this car accident, all that kept going through my head is, “Oh, my gosh. This plan that I’ve been living out isn’t the plan that’s in my heart. It’s not what I want to do.”

I went home, told my parents, “I appreciate all this education, but guess what? It’s not what I want to do.” And they were really great about it. They wanted to support me. I don’t think they knew how. Something interesting about my family is my parents always were big fans of personal development. We would go on family vacations and my parents would play Earl Nightingale tapes. I mean, I think I was the only 9-year-old who knew what the [inaudible 3:12] was, “You become what you think about it.”

Anyway. Long story short, they decided that the only way they could help me was to send me to California so that Tony Robbins could fix me. I went to this Tony Robbins event kicking and screaming, and it changed everything for me because I saw a path. It was so refreshing to me, this concept of people taking responsibility for their own lives and that yeah, stuff is going to happen, sometimes bad stuff is going to happen, but the thing we do have control over is how we handle that and how we deal with that and who we become in that.

I really fell in love with the process, and as you said, I was there for 18 years. I think you have another question coming up where I’ll describe kind of what caused me to leave that and venture out on my own.

Fabienne: Yeah. You know, we’re presented in life with different stages and I was just talking to a dear client of mine yesterday about this, how you jump to a new stage and you master it, and there gets to be a point in live where you say, “Okay, is this all there is? Or is there something beyond?” The beyond is always above, so you have to leave your current comfort zone to get to the next level and everyone has different ways of dealing with the fear of change and the fear of failure and success that comes along with it. Tell us about one or more points in your own life where you were asked to play a much bigger game, either from the outside, or from within knowing that you had to play bigger. What happened as a process? What was your process? Was there fear? Did you just tackle it? Best practices.

Pam: Yeah. And absolutely, I’ll disclose there was a ton of fear. I think for me, again, I’m sure many people can relate, is that I was at the Tony Robbins organization for a long time, almost 18 years, and toward the end, my mom became ill. She had cancer and it was about five-and-a-half



weeks from the moment we found out she was sick to the moment she passed on. She said two things to me in the five days before she passed that just something happens and know you just can't to back.

The two things she said to me, the first thing is she said, "Life is fleeting, but that's what makes it so precious." I had two little boys at the time. One as an infant and one was a toddler, and I just -- when she said that, it just hit me. I was like, I come screaming home in the driveway at 8:00 o'clock at night from my job, and I love my job, but I'm like running up the stairs just in the hope I get there in time to kiss my boys goodnight. I love what I do, but I'm missing out on what's important to me and there's got to be a way to support my family and really put that first and be here for them, but also do something I really love.

That was really profound. And then she said to me, she loved quotes, she quoted her favorite quote, which was from Dr. Wayne Dyer, which is that you come into this world with nothing, you leave this world with nothing, and all you have is what you give while you're here. When she said that, I went, "Eh." I knew I was kind of playing small. I wasn't living the full gift of what I was here to give. The thing about having a job, is the job is great, but you're trading your time for money. I knew as long as I did that there would be a ceiling on what I'd be able to accomplish, not only financially, but just lifestyle-wise and how it was important for me to live my life. Just going through the process of losing someone so close to me and thinking about what is most important in life and really, it became beyond me.

You talk about principles, I think a common success principle, and you've been around a lot of really successful people. I've had a backstage pass to a lot of the most famous personal development speakers, celebrities, entertainers, politicians, sports figures, you name it, I've been with them all in boardrooms and backstage. Everybody has fear. Everybody isn't sure it's going to work out. Everybody has tough times. It's having that bigger picture about what you want for your life, I think, and knowing it's not going to go perfectly, knowing it's never a straight line, but all the beauty in life happens at that level just beyond your comfort zone.

Fabienne: Exactly. I'm so glad that you said that: everybody has fear, because I was just speaking to someone about this where I said, "Oh, yeah. Every new level, there's a new devil. Of course, I get fearful."



And they said, “You, Fabienne? You get fearful?”

I said, “Of course. Everyone does.” I love that you took us back stage and told us that. Other people make it look easy, and therefore, we think something’s wrong with us, we think perhaps we’re not good enough if we have fear. But everyone has fear.

Pam: Exactly. The Compare Monster, I call it. One of the monsters that show up in all of our lives and I think particularly as women, which is why I love what you’re doing as a woman in business especially, but I think the Comparison Monster can rear its ugly head. The truth is, you never know what’s going on with somebody, but it’s so easy to look on the outside and say, “Well, they’re doing this and this and this, and they make it all look easy. I’m home and I’m struggling with getting my kids out the door in the morning for school.” It’s just we compare and that just does not serve.

Fabienne: It doesn’t. That feeling of inadequacy that comes from the comparison. One of the chapters in my book, *Embrace Your Magnificence*, talks about this comparison and I talk about the fact that we compare ourselves to somebody’s best day with our worst day. We look at their sheen and their glossy and it took a village to get them to look like that and they’re not telling you what’s going on behind the scenes. And yet, we don’t compare it to our best day, we compare it some of our worst days, and of course the difference between the results is going to be significant.

It’s so good for our folks today to hear that everybody has fear.

Now, what you have you see, let’s stay backstage with all these celebrities and politicians and personal development giants, what have you witnessed that they do to get out of the fear?

Pam: That’s a great question. I think the biggest thing is just act in spite of the fear. I think rather than trying to resist and push down and push away the fear, they use it, they don’t make themselves wrong for having it, they just take action in spite of it. I think that’s number one.

I think number two is, if I were to say what they probably all have in common is just a higher purpose, just really understanding what they want and why they’re doing what they’re doing. The whole thing about purpose is it’s a direction, right? It’s not the final resting place. It’s the reason for the trip, if you will. I think having a bigger vision for what you can give and focusing on other people -- I always say that one of the best and fastest ways out of stress is to focus on others. You’re



having a rotten day and something happens at work, or whatever it is, your kid comes home and they broke their arm, nothing else matters in that moment. All of your focus and energy is going to go to helping that person. Or a client gets a hold of you and they're having an S.O.S. moment in their business, it's so easy for us to just stop and focusing on helping them. I think that having that focus and just putting the focus outside of ourselves and understanding that the fear isn't going to go away, it's just part of the experience and not making ourselves wrong for it.

Fabienne: That's true.

Pam: But it's a great question. I haven't really thought about it in that way, so I hope that answer supports you.

Fabienne: It really does. I often talk about acting in spite of fear. It's a big part of what we talk about because it is, it's the ego is going to show up any time we try to play bigger. Why? Because the ego wants to keep us at status quo and the ego's biggest sword is fear, and so, it's going to use that sword relentlessly, especially when you're about to break through that barrier to your next level, that's when the ego is going to push all panic buttons and make you really, really scared because it's going to go for gold. When you know the game, you know it's a game. When you see the fear come up, know that it's just the tug and pull of spirit wanting you to take much bigger steps and go upward and onward, and ego just trying to hold you back. Just recognize that it's a game, and now that you know the rules, you know how to play it.

One of the things I often share is that -- I'm underlining what you said, Pam -- is that we take the focus off of us and put it on something else, right? The higher purpose, etc. Because it's not about us. It's never been about us. And it will never be about us. We are simply a vehicle for the greater good. That helps us, if we can just put our focus on that, it helps us overcome whatever obstacle is getting in the way.

Pam: So true. So true.

Fabienne: Let's talk about resistance. I love talking about this because it's something that I don't know anybody who has fully mastered it. I certainly haven't. There are times when you know that you should do something because it's going to take you to where you want to be, and then, you experience resistance like, "Oh, I don't feel like it. I'm not willing to do that." Have you ever



encountered resistance around doing something that you knew you had to do and if so, what did you do to get past the resistance of -- Steven Pressfield wrote a great called *The War of Art* and it's all about the resistance to sit down in the chair and write every day if you are a writer, or the resistance that comes if you're trying to lose weight and the resistance of, "Ugh, I don't want to have another piece of celery. I want that chocolate cake." What's your interpretation of resistance and how do you get past it in your own live?

Pam: Yeah, that's great. Another great question. You know, it's a couple things. I think resistance is all the time and you look at going back to Norman Vincent Peale used to tell the story of Gene Tunney who, I apologize, I don't remember -- I think he was either a boxer or a weightlifter, and when I was asked how he achieved such great heights, the answer was, "Well, every day, I push against huge amounts of resistance." Of course, as we know, resistance, pushing against it is the thing that makes us stronger.

I'm a big fan of setting up the environment to support us. For example, right around the time my mom passed away and I had had my two boys, I had gained about 30 pounds and I was pretty heavy when I started my own business, and I work a lot in product creation, I help entrepreneurs get their ideas to market and package and market information products or really any type of product. So, I knew I was going to be doing a lot of speaking and presenting, and I just wanted to feel good about myself. I wanted the energy and I hated being overweight. So, I just did the good old fashioned count what you eat, and I lost weight, but I did something different at that time. In the past, when I had lost weight, I didn't really change anything in my environment. This time, after I lost the weight, I went through my closet and I gave away every single piece of clothing that was over a size X and literally, I will not let myself ever buy a size bigger. If I find my pants getting tight or anything like that, environmentally its set up that I can't go back.

Or you make a public commitment. It's one of the things with products, I mean you've got your core products, but you've got to be continually coming out with new stuff. I find the best way to kind of get me to do it, and to do it in a way that's giving customers what they want, is schedule an event, schedule a webinar, schedule something or make a public commitment because then, even though the fear is going to show up, you're to going to let that other person down.

I think maybe those are the two things, like an environmental structure that sets you up, but also a public commitment.



Fabienne: Yeah. Environment is everything. I used to do health coaching, holistic health counseling many years ago, 14, 15 years ago. If you wanted to eat whole grains and vegetable and fruit and cut out all the junk, if your fridge still has dingdongs and your cabinets are filled with Doritos and Cheetos, your environment is not going to support you. The same way that I talk about if you're doing it on your own in your business, or if you're environment is made up of people who don't know what they're doing, then there's no best practices, there's no expert coaching, there's no accountability, there's no peer support, there's no commitment, there's no encouragement. When you don't have those things, you don't move as fast in your business and you take a lot of detours.

But when you are in a structured environment with strong mentorship and a peer group of advancing individuals, and this is why we have the Client Attraction Business School, when you have that, the best practices, the expert coaching, the daily accountability, when you have this structure and these people who are rooting for you, of course your results are going to increase, it's that environment.

As you're listening to Pam giving you this great advice, I want you to think about the kind of environments you're in. If you're looking to be more fit, what is your closet, what is your current clothing letting you get away with? If you think about your kitchen, what is your current kitchen letting you get away with? How is it supporting you or not supporting you? If it's in your business, how have you set up or not set up structures that keep you moving forward? Because in the end, this is all about personal responsibility, isn't it, Pam?

Pam: Absolutely. Absolutely.

Fabienne: I'm a huge fan of personal responsibility, I have a feeling that you are, too, especially since -- Norman Vincent Peale and you've been talking about Earl Nightingale and all that, tell me how personal responsibility plays a role in your life?

Pam: It's ironic. I've thought a lot about it because I have, just through my parents and I've been in personal and professional development for over 20 years now, right? So, I've had a chance to kind of have a big picture perspective about what it all has in common. There are a few things, but I think you hit the nail on the head. One of those things is taking responsibility for your life. But I think the thing is, we all want to take responsibility, right? I mean, we all kind of know that that's not a breakthrough concept, that it makes sense that when we take responsibility for our lives, things



are better. I think the trick comes in the mental games we play with ourselves around that and what I mean by that is we're so afraid of letting ourselves down or we're so afraid of letting those around us down, or we're so afraid of what will happen if we don't achieve our goals exactly how we had laid it out, sometimes it's so painful to think about that, "Oh, my gosh. I just didn't get it down."

And so, I think the key with the personally responsibility is being attached to your vision and being attached to your growth and constant improvement in your business and your personal life and with who you are, if every day you just get better in one area of your business and one area in your personal life, you're going to turn around in a year and you're going to be in a completely different space. But when we get attached to things happening exactly on our timeline the way we want them to precisely exactly how we've defined them in our head or in writing, then I think we're setting ourselves up because nature abhors a straight line, I've heard that quote somewhere and I love that quote. I think the responsibilities comes in understanding that and embracing that it is a journey and that helps us, I think, be a little bit kinder to ourselves in the process and to eliminate some of that comparison and judgment because I think we think personal responsibility and judgment are the same thing, "They're really the same thing, right?" And they're not and we don't want to judge. There's no winner and there's no loser. The goal is for everybody to win and the goal is for us to just keep getting better.

Fabienne: Exactly. And as this is a journey, you can change your life in an instant. The way to change your life, however you want it to change, is for you to take personal responsibility for your choices. In teach moment: now, now, now, now, you guys have a choice. You can do things the old way or you can do things the new way. I think we all wait for this big bang of our life is going to change when something massive lands in our lap, and that happens, too. But there is a continuous choice that comes along with personal responsibility to just do things slightly differently in each moment in the direction of your goal.

When presented with the fork in the road, are you going towards your goal or are you going away from your goal? Just know that with each of those decisions, with each of those choices, you create your future. You create your own results, nobody creates them for you. I love Oprah always says, yeah, I may have the trainer and the chef, but it's my rear end that is on that treadmill every day because nobody can get on the treadmill for you. That's personal responsibility, right?

Pam, I have certain mantras in my life, I have certain guiding principles, things that I know to be



true about life based on my experiences, based on what I've read, I believe a lot in focus, a strong focus now creates a different future. I believe in the fact that everybody wants to feel significant. There's so many different little things that I believe about life that allows me to keep getting bigger and better each and every time. What are some of the truths or mantras that you have in your own life that inspire you to stay on track and play bigger?

Pam: That's a great question. First and foremost, I would say it's about imperfect action and it's what I said when we were talking about personal responsibility, is it's consistent progress. It's knowing what you want, I think then getting the training you need from people who have done it, like what you're doing with your clients, and just as an aside, the thing I love about client attraction is I wholeheartedly believe, 20-some years in business, that that is everything and knowing who your exact customer is and being able to understand and relate and connect with them is everything. I mean, that is the lynchpin.

So, I think being clear what you want, getting the training from people who have done it, like yourself, and then taking action, but keeping it simple. It's not just action. It's imperfect action, just any action that's taking you in the direction you want. Sometimes, the path of mastery is two steps forward and one step back. I think imperfect action is one of them. I think another one I would have, and I suppose I got this from my mom, is that the whole concept that you get what you give in this world. The Bible talks about you reap what you sow, and Socrates called it the law of cause and effect, and Emerson calls it the law of compensation, in science we have gravity: gravity works the same for all of us. If we fall from a building, we're all going to gain speed at the same rate of 32 feet a second. It doesn't matter whether we believe it in or not, it's just the universal law of life.

And so, I think really thinking about that and saying you know what? The thing that's going to get me to take that imperfect action is wanting to give and wanting to make a difference and realizing that I really do have some things that I can share that can make a difference for people. We all have experiences in things that we can share that can help people and getting past that fear so we can just help them.

I think those are two kind of mantras, if you will, that have been important to me.

Fabienne: Really, really inspiring. So much truth in that. So great. Pam, any last thoughts or inspiration that you want to share or leave with our students of the Play Bigger Master Class today?



Any inspiration about playing bigger and getting out of your own way? And really creating something: a legacy, whether it's your business or your life. What would you share as a last thought today?

Pam: Yeah. Such a great question. It's a lot of what we talk about, but I think it's really giving ourselves permission to have what we want and when all these other things start popping up and getting in the way, just recognizing that's just another test on the journey and so, the more we can believe we can do it and build our confidence that we can do it, the more we can encourage and affirm each other as well as ourselves, and don't worry about the mistakes. I mean, my goodness. When I first started my own business, Fabienne, it was a big struggle for me because I had this successful corporate career and I was terrified to take that leap of faith and start my own business. But I also knew if I never tried, I would live with that regret forever. So, when I made that decision, I went out on my own, and I'll tell you what, within three months, I feel completely flat on my face. I don't know if you've ever experienced what business failure feels like, but it was awful and it was embarrassing and having to go back to my old job with my tail between my legs was really difficult. But it's in those moments that caused me to do some soul-searching and say, "Why didn't this work? What was I missing?" So often, we get caught up in the doing and for me, that was it: I was missing the big picture. You go back with these new set of lessons and the next time is better, and better, and better, and better and that's what builds up our confidence. It's kind of a cycle, I think, that gets us to where we want to be. In embracing all the pieces along the way in the journey, celebrating the successes that we have with each other and just continuing to encourage and affirm each other and ourselves, to me is the way to get there.

Fabienne: Yeah. Really well said. Really well said. I had such a good conversation with you today. Really. Thank you.

Pam: Thank you. Likewise. Great questions. I do a fair number of interviews, and I will say your questions go very, very deep. I appreciated that. It's caused me to really have to think and I love that.

Fabienne: Good. Good. You've given us so much valuable information. Guys, listen to this podcast at least once more, if not twice because so many really good nuggets were shared by **Pam** today in this conversation.



Pam, there are going to be some folks on this line who will want to know more about how you could help them launching their products and really getting into that advice-giving space, information-marketing space. How can they find you?

Pam: Very, very easy. Just go to PamHendrickson.com. That's just my name, PamHendrickson.com. There's a free video series right there on the home page of my site. If you scroll down on my site, I will actually give away a free PDF copy of my book as well, which really walks through the seven steps of getting any idea to market, turning your ideas into income and getting that revenue on autopilot that's so important to all of us, but it also has a lot of the philosophical principles, like what we've been sharing today. Those resources are all there on PamHendrickson.com and I look forward to getting to know anyone new who wants to join the journey here.

Fabienne: Sounds great. So, guys, it's PamHendrickson.com. Go there. Go check out what she has. Pam, just thanks so much for being with us today and sharing so much yumminess, as I call it, so many really valuable tips. We're just so grateful to have had you.

Pam: Thank you, Fabienne. It's been wonderful.

Fabienne: Thank you.



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