

# Ep #158: Owning Your Body, Voice and Impact with Susan Hyatt



## Full Episode Transcript

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**Tobi Fairley**

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## Ep #158: Owning Your Body, Voice and Impact with Susan Hyatt

You are listening to the *Design You* podcast with Tobi Fairley, episode number 158.

Welcome to the *Design You* podcast. A show where interior designers and creatives learn to say no to busy and say yes to more health, wealth and joy. Here's your host, Tobi Fairley.

Friends, I have a treat for you. I am so excited about this episode. I have never had any more fun recording with someone. The conversation is just next level, life changing. It is my interview with Susan Hyatt and I hope you're ready for this because it is unbelievable. So Susan is a life coach, she's been one for the last 14 years. She has an incredible multi seven figure business. She has a marketing agency. She has her new university for life coach training.

So she certifies life coaches. She certifies them also in, if they want to be, I think in her BARE program, which is the anti diet program. And it's all based on a book she wrote probably about – I don't know – 18 months ago or two years ago, that it's just incredible, by the same name, Bare – B.a.r.e. And Susan is just a powerhouse in every way. And I absolutely was so inspired personally by this interview. And I know you're going to be too.

There are just multiple moments that are like mic drop, sound bite, quote kind of moments that I know I'm going to remember and think about for a long, long time. So enjoy this episode. It is so fun but it is full of truth bombs, and nuggets, and just gold. And I can't wait to hear what you think about it. So here we go my conversation with Susan Hyatt.

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**Tobi:** Hey Susan, welcome to the *Design You* podcast. I'm so excited you're here.

**Susan:** Tobi first of all I'm obsessed with your background. It's all color coordinated. You are such a bright shiny human. I'm so thrilled to be here.

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**Tobi:** Well, and what you can't see is if you can look up at the top which I'll show you, I took your book down. But it was – it's in the pink section normally. Because there's a pink section and you're in the pink section.

**Susan:** That delights me.

**Tobi:** So welcome, welcome. We have tried to get together for a while. But we're busy ladies. But I think this is the perfect time for you to be here. And I want you to take a minute if you're willing and tell people a little bit about you because we're going to get into just how you embody such truth, and bravery, and realness, and screw perfectionism. And that's what we're going to talk about today. And so I think you've got to set the tone and tell people about all the amazing things you do so they really get kind of a picture of what this is like.

**Susan:** Thank you. So I'm a master certified life coach at the heart of it all. I'm a life coach. I'm an author. I'm the founder of the University for Life Coach Training. And so not only do I love helping women love the skin they're in and own their voice. But I train coaches to help women do the same.

So I like to focus on empowerment and sometimes that looks like helping women make more money. And sometimes that looks like women loving the skin that they're in. But I am for sure someone who admires the body of work that you've created Tobi, and I'm happy to be here to talk about it.

**Tobi:** Thank you so much. So let's just jump right into that. Let's start with the thing that piqued my interest that you just said of helping women love the skin they're in. Because before we can even make money with our ideas and stuff, if we can't get past that, we don't even show up in the world. So let's talk about that.

**Susan:** Yeah, a 100%. So I recently – well, recently, it's been a year and a half ago now, I did a TEDx talk about if we want to have a better world we have to kill diet culture. Because when girls and women are using their

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mental capacity, their creative gifts, all their energy being obsessed with shrinking their physical size, they're not able to do the things they want to do in the world. So are women who diet doing amazing things in the world? Absolutely, but what could they be doing if they could take that power, that energy back?

And so that's what I'm really about, helping women stop doing things that literally take their power away and dieting is one of those things. And so when I'm working with women to make more money inevitably we end up talking about confidence, and body, and food. And there is such a link between a woman's ability to unlock her creativity and make more money. I don't care how successful you are, if you are currently obsessed with losing weight you are leaving money on the table.

And so women who come to me for entrepreneurial advice are often shocked that when we get into the food and body stuff that that is often the missing link between the success they really want and where they are right now.

**Tobi:** Can you speak to that a little more? What is it, why does obsession with losing weight prevent us from making money?

**Susan:** Well, because if you think about it, by the time a woman is about our age they have dieted, tried to diet over 60 times. So I'm 47. I think you're a little younger than me.

**Tobi:** I'm not. I'm actually a little older than you.

**Susan:** You look a lot younger. So a woman has dieted on average 30 years of her life already by the time she's our age. Girls on average start dieting at eight years old. So if you think about that and you think about that distraction, when a woman is super concerned with can I eat this or not, did I exercise or not, do I look okay in this or not, that affects how she shows up in the world.

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So, my clients typically aren't asking for the raise or getting head shots done, or being as visible as they want to be online, if it's an online business, or if it's a brick and mortar business. They're subconsciously fearful of being seen fully because they don't think that they're thin enough.

**Tobi:** Right, 100%. And I'm sure you are probably – I'm a year older than you or so, maybe a year and a half now. But right in that same space and I'm sure you're like me because you are, as I told you before this, I described you as bold, brave, fearless and spunky. Those would be my adjectives for you. But people like us that are naturally bold and outspoken, I think that we've been told our whole life to be quieter, and more ladylike, and softer, and don't make other people feel uncomfortable.

If we're not physically trying to shrink our body, which we were, we were also trying to shrink our presence, even almost our impact which is scary because we think I want to make a huge impact. But if we've spent our whole life shrinking our impact really, right?

**Susan:** Totally, because culturally when you look at history, women who own their voice and own their body are considered dangerous women. And so women have literally been burned at the stakes, stoned, imprisoned, killed for saying exactly what they think. And so it is literally in ourselves the trauma of our grandmothers. And so when you look at from biblical times, you know, I don't care if a woman was a religious leader, or a poet, or a singer, or whatever. Throughout history our culture has a process of building a woman up and then knocking her off that pedestal.

And so we may not consciously be thinking I'm dulling myself down right now. I'm shrinking in this room. But we have learned this pattern and like you said, I grew up in the conservative south with a mother who considered herself a feminist. But would routinely say to me, "Don't make a scene, what will the neighbors think?" And all sorts of cultural rules that we learn that we think there's something wrong with me, I shouldn't say the thing.

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**Tobi:** Right. Be more ladylike was always the one that I heard, “Be a lady, Tobi be a lady.” And I always kind of felt like I wasn’t because I was loud, or I was bossy, or I had an idea, or I was a leader, whatever. And it’s this constant internal dialog of you want to be more of that but you’re also kind of afraid to be more of that.

**Susan:** Yeah. And shamed for being, and this comes up a lot, the concept of being a lady, and I really believe be more ladylike, have better manners, be classy, be humble. These are things that are fed girls to keep us down. And our mothers certainly weren’t thinking I’m going to tell Tobi to be a lady and that’ll keep her down. That is not how it works. It’s a cultural system. And so the more that we can speak out about this and have women in our midst, your listeners really question what were the messages I received growing up? Am I still internalizing that?

Am I not asking for the raise, or the credit, or help, or whatever it might be because I’m trying to be a lady, or I’m trying to be classy, or I’m trying not to ruffle any feathers? Wow. And that my friends, is how women stay earning less than men. That is how women stay carrying the burden of this invisible workload of women. I become awake to my own patterns even though I teach this stuff, every single day. So it’s amazing work though to help women recognize that a diet is a lesson in obedience.

And if you have been practicing obedience for most of your life, which I think most women have, it’s time to stop that. It’s time to be disobedient.

**Tobi:** Wow. Okay, so you do this so beautifully and I love it. And I was telling you this before the show. I’m like, “I’m pretty bold and people think that I am very outspoken.” But I still am just slightly jealous of your bravery, of your courage because you literally, you really own your full self even in the social media space. So where sometimes even that little voice in my head is like, well, you can’t put a curse word, even if you’re just sharing somebody else’s meme because that’s not ladylike. Even though I’m cursing like a sailor at home because that’s who I am.

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But I love that you are, you're bold and you're brave in the way you're showing up. And can you speak to that a little bit? Is it hard for you? Has it become natural for you? How do we really start to own our true selves and integrate all of who we really are in the way that we're showing up publicly in the world?

**Susan:** Well, I have to tell you that people years ago would have looked at me on the outside and said the same thing you're saying, people are saying to you. They would have said, "She has no filter or she's showing up fully as she was." But I was still really holding back. And when I started this company 14 years ago I was trying to be a professional life coach, whatever that means. So I wasn't cursing online. And I was just a much more buttoned up version of myself.

And then I just, it became too painful for me because I had lots of opinions that were differing than what was popular in the industry. I wanted to wear leather pants, and stilettos, and drop F-bombs and just be who I was. And so I felt like – and I was also in my life, life hiding a little bit. I wasn't being honest with people around me about what my true beliefs were about things, politically or spiritually. And I remember thinking that these people don't really like me because they don't really know who I am because I haven't shown them the real me.

And so then I started a little at a time sharing my real views. And there were people who didn't like it. There were plenty of people. I had someone say to me, "I liked you better before. I liked you much better before." And I was like, "Interesting. You liked me better when I was more of a people pleaser and my views were just identically aligned with you."

**Tobi:** Push you out of your comfort zone at all.

**Susan:** Right. So I started deciding that for good or for bad I was going to let people know who the real Susan Hyatt was. And things just got better. I started attracting friendships that were authentic. And I didn't have to pretend or filter myself to get love or attention. And there are still days, I

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mean Tobi there are days when I'll put up a post and go, "Maybe that was a little too much. Maybe that's crossing the line a little bit."

But by and large I think if something is emotionally tugging at me, I'm consistently asking myself what truth is left unsaid? What's the truth for me? And that doesn't mean it's a black and white truth that everyone must agree with. But one of the things I love about this business is that it provides a creative platform to just express myself creatively. And so for me it's too painful to not express myself creatively.

**Tobi:** Yes. I think you do hit that moment. Maybe it comes with age or it comes when we start putting ourselves out there a little bit. But there's no going back because you feel like you're not even being honest with yourself I think and you can't go back. I love that so much. Well, you're an inspiration for sure. And I definitely look to you as – even though I may be a little older than you, you're definitely mentoring me out on the social media, the interwebs of how to show up and how to do it fearlessly, which I love.

So let's talk about the money piece of this then. So we've talked a little bit about how if you're being obedient, if you're being too quiet, if you're shrinking, that you're for sure leaving money on the table. And I've been watching you and I would say in the last – I don't know – couple of years since your book came out. It seems like you've fully stepped into leaving no money on the table. And what I love about it is that – I was saying to you before we started that there's all these rules and you shouldn't have too many programs.

And you shouldn't launch too much, and you shouldn't have too many irons in the fire and you're going to confuse your audience. But from a sister multi passionate woman who loves to do a lot of amazing things, I love that you also don't hold back there. So how has that really played into you not leaving money on the table? What has that looked like? And kind of what head space are you in when you're like, "I have an idea let's go for it?"



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Because I feel like they're coming one, after another, after another and I'm like, man, what is she doing now? And it's so fun to watch.

And I want to hear about kind of the behind the scenes version of what that's like.

**Susan:** Well, I'm laughing, giggling inside because my team would say, "Yeah, she needs to stop already." My team would say, "Yes, it's too much." And in all honesty we are attempting to streamline. However I am multi passionate and I do have and it does feel like running two businesses because I have the BARE body positivity world and then I have the university which includes masterminds that help, you know, I train coaches and then I help them make money.

So that being said I think part of how I've been able to structure it and strategize around it is, understanding the thread through the entire brand. And I do agree that if you're just launching things that there's no connected thread that can be very, very confusing for your audience. But as I mentioned this business has given me a platform where it's so amazing to have this podcast mic. And this is our radio show. And we have a camera so we can have a YouTube TV show and I love to write. And so I am always listening deeply to what the women in my audience need.

And I am constantly coming up with ideas of how to help them solve their problems. And so sometimes that looks like an online convention, and sometimes that looks like a retreat, and sometimes that looks like a training. And sometimes that looks like something that's just straight up fun. And that is a theme for me that the more fun I have the more money I make. And so what you're witnessing is me having fun and a lot of marketing consultants and strategists would say, "This makes no sense." And I don't care. I don't care.

**Tobi:** Well, that's like the – we haven't even finished the interview and that is the takeaway to me already, the more fun I have the more money I make. And how often is it not fun because we're like the to do list and the

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rules, and all the things, and got to check the boxes? And then on top of that which is what I want to get into now is that whole perfectionism piece. Because clearly if you're able to jump in and do all of that stuff you're not hanging out in perfectionist mode, you wouldn't be watching anything if you were in perfectionist mode. It couldn't be coming rapid fire like it is at all.

So yeah, so what about that, where does – I mean I love that the focus is on fun. I even remember in your book, *Bare*, one of my favorite parts is where you talk about how we have really basically kind of engineered pleasure out of our lives in so many ways. And so this is the opposite of that. This is like engineering pleasure into your business and your day-to-day. And there's no room for perfectionism in that.

**Susan:** Absolutely not. And so hustle culture, the patriarchy, that's all – that's where perfectionism lives. And again it's another way to keep us small. And so for me every single offer is going to have a typo for me, you can count on it. There's going to be mistakes and I don't care. I mean I care, but my point here is I definitely am a fan of good enough. So I train my team as well that, listen, we strive for excellence of course. But we are not going to allow something to sit here on our hard drives or on the cloud when it could be out there helping someone.

**Tobi:** It's so good.

**Susan:** Yeah. So I really train myself, it is much better out there imperfect helping people than sitting on the cloud waiting for it to be perfect which never happens and not helping anyone.

**Tobi:** Yeah. So when people are sitting in their perfectionism because they're like, "That sounds amazing." But then they're going to think you have the it factor. But if I looked like you or I was as good as you, or I was good on TV, or video, or radio. There's all those things which we know are just the lies that our brain is serving up to us. But how can you move out of that and move into the just freaking showing up?

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**Susan:** Well, one is awareness that perfectionism, if you can think about it like this. Perfectionism means the patriarchy is winning. So for those of you who are a little oppositional, just tell yourself, okay, the patriarchy is currently winning as long as you're sitting here refining this shit right now.

**Tobi:** Tobi zero, patriarchy one.

**Susan:** Right. Number two, you have to understand that with perfectionists, it's a form of fear. So what are you afraid is going to happen if you actually release this thing into the world? You've got to get to the root of that. And so is it that no one will buy it? Is it that people will judge who is she to do this? What is the real fear for trying to refine it, and refine it, and refine it, and fondle it? And it's just a never ending shit show. And then thirdly I would just challenge you to adopt a good enough mindset and just see what happens. Just see what happens.

If I challenge you to say, "Okay, you have one more hour to mess around with this and then it must be released." Just see what happens, test it. Did the world open up and swallow you whole? Probably not.

**Tobi:** Yeah. So let's talk about that fear piece too of will people judge you. Because you've spoken publicly about some of the – I don't know if you call it hate or whatever that you get online. Because it's a real thing, especially when there's somebody like you showing up in a bold way and basically challenging the patriarchy, racism, diet culture, anti hustle culture, all the things, every single day. You have to know and be prepared, I'm sure that it's going to – I don't know what it's going to look like but it's going to come at me.

Can you talk about that a little bit and what that's been like, and how you've really handled it? And I'm sure I mean people don't have to go pretty bold to probably get some of the feedback you've gotten. You're not going to get that on step number one. But, and it's real, I mean there are some haters on the web. And so let's talk about that a little bit.

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**Susan:** Yeah. Well, I share a lot of my experiences with trolls, and hate mail, and all that sort of thing just to normalize it for women. And say, “Hey listen, look, this person said this mean thing to me online and I’m still standing.” Now, safety online is a real thing, so I’m not diminishing that stalking and those kinds of things happen. But they’re just words typed at you online. Now, like you said, it’s just like parenting. When you have a baby they do not hand you a teenager. So you work up to dealing with now I’m dealing with 20 something stuff.

But you work up to dealing with that kind of nonsense. And it’s the same with online hate. You’re not going to start with day one having thousands of comments directed at you that are hateful. It might be somebody you know on the PTA that makes a comment, or it might be somebody in your own house that’s like, “I can’t believe you said that”, whatever. Just know that you can count on it that people are going to judge you. It’s just better if you go ahead and say, “Yeah, people are going to have opinions about me. That’s what people do.”

There is nothing you can do to control other people’s opinions. So playing small and muting yourself or hiding your views, they’re still judging you. They just don’t really know you yet. Then you’re going to get some feedback from people and that is okay, it means nothing about you and everything about their own perception and their own projection. And so count on it happening and count on your being strong enough to handle it. And count on the fact that dealing with haters is like building a muscle. So now most of the time I now use it for content, I think it’s hilarious.

**Tobi:** That’s so good. That you’re like, “Look what this moron just said to me.”

**Susan:** Oh my God, the one I got today was so funny to me, my team was dying laughing. I’m running this Facebook ad that says, “Do you think you should become a life coach?” And it’s a quiz to see if the life coaching industry is for you. And this woman types, “No”, and all these exclamation

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points. And I just put, “Okay, boo bear, you don’t have to become a life coach.” But the stuff people type to me now, I’m just like oh my goodness, what kind of day must these people be having?

**Tobi:** Yeah, it’s so interesting, it’s so good. So when people are really thinking okay, I see amazing bold women like Susan, maybe Tobi, maybe other people they’re looking at online. And they’re like, “How do they come up with this stuff? How do they come up with these ideas? How do they lean into what they really want?” What was that path like for you? When did you decide that you had these dreams, the ones that come up when you lay your head on the pillow at night, but you were hiding them? You were thinking maybe they would just magically sort of come to pass in the future.

And then you’re like wait, if I don’t stop waiting, none of this stuff’s ever going to happen. How did you put that stuff in motion?

**Susan:** So for me, it was actually this time of year. It was Easter vacation and my southern momma was visiting. And I was a hot mess, meaning I was not prioritizing myself at all. I was running myself ragged. And I remember I was just so upset because I was working over this holiday weekend. I used to work in residential real estate. And I had promised my mom that I wouldn’t work while she was visiting. And some out of town clients came in unexpectedly and they were like, “Hey, we want to put an offer in on this property.”

It was the biggest sale of my whole real estate career, I felt like I was choosing the money. I went and signed that contract and just felt awful. And I remember my mom was like, “What has happened to you? This is not my daughter.” And I just fell apart. And she said, “What if I were to keep the kids for a couple days and you could just do whatever you wanted to do.” And I cried even harder because I couldn’t think of a thing other than catching up on the laundry or grocery shopping all by myself. That was the space I was in.

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It was not about pleasure based living or having fun. And it was in that moment that I made the decision, I decided that I'm going to figure out what I want and I'm going to figure out something better for myself because just working myself to death and making money is not the thing. And it was really that decision that led me on this path to hiring my own coach, reading about personal development. I mean I binged on every personal development thing I could get my hands on. And my life started getting better.

And it was through really allowing myself to admit this isn't working and allow myself to even crack open the door that maybe there's something better for me. Maybe I could figure this out, that I started to get these ideas. And I still have this – have you read Martha Beck's Finding Your Own North Star?

**Tobi:** I have not, no.

**Susan:** I honestly believe it's one of the best personal development books ever written. And I still have my copy where I would sit in my bubble bath at night and weep into the pages, I mean sob into the pages of this book. And I wrote down my top five dreams. And years later when I was teaching a class on that book, I went back and I was flipping through it and I found my top five dreams that when I wrote them at the time I thought they were impossible. And I had achieved every single one.

And I have full body chills telling you this story because for anyone listening who thinks that's great for Susan, or Tobi, or whoever, fill in the blank. I was this woman who was just checking the boxes, going through the motions, doing all the right things and was completely unfulfilled. So I went from going through the McDonald's drive through three times a day, binge eating and spending money to make myself feel better. And doing all this external stuff and nothing worked, to doing the hard work on myself internally. And just creating this life that I never ever thought was possible.

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**Tobi:** Good, so good. And something that's coming to mind when you're talking about that is I see women so often either they think they don't know what they really want in life or they're afraid to admit it. Do you have any kind of thoughts around that of how people can, I guess, just kind of start to admit to themselves what they really want or what their dreams are because I think that we shut ourselves off from even thinking a lot of things are possible for us so often?

And so I'll ask people questions. And they're like, "Well, if I free up all this time in my life by whatever business tactic or other thing you're telling me to do, I don't even know what I would do with my time. Or what am I supposed to do, just walk on the beach in the afternoon or take a nap or whatever?" And I'm like, "No." But it's so hard for women I think, maybe because, like you said, we've been shrinking for so long, to really get in touch with what our true desires are. What do we really want?

**Susan:** Oh my gosh, a 100%, so there's so many reasons why. I mean I think we worship busy and stay busy so that we don't have to feel. And we don't have to admit, this aint it. And secondly, everybody thinks that like well, what would I do, lay on the beach? Well, yeah, you could start there but you'll get bored with that pretty quick. Most of us are taught that our value is in our appearance and our productivity. And so learning who you really are and what you really want, and what your values actually are does take some time.

And so what I would say, some clues to your right life is in a very surprising place. It is in envy. So I want everybody listening to make note of when you scroll social media and you're like, "There she is again." Or that person you can't stand, I want you to look at why. What are the experiences they're having? Because jealousy is really admiration that's been hijacked by negative thinking and so every time I have a ping, a tinge of the green envy monster I'm like what is that about? And it's always that I think they have something that I can't have, or that I'm not capable of creating.

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And so I want everyone listening to start there. So it could be having a deeper, more intimate relationship with your spouse or partner. It could be wow, I wish I could feel confident like she appears to be. Wow, I wish I had my own career, whatever it might be. You wouldn't be envious about it unless you had the gifts inside you to create that yourself, some version of it.

**Tobi:** That's so good. And the other thing I was thinking about when you were saying that is isn't it maybe even a step beyond your initial thing you're envious about. Because maybe you're envious about someone's smaller body, but we're having a conversation about bodies and diet culture. And it's not so much what their body looks like but something that you make that mean. That they're able to do, or be, or show up as. So it's kind of like what am I initially envious about? And then why, what is behind that, that I'm really believing she gets to show up as that I don't, maybe?

**Susan:** Absolutely, why. And also notice how your mind will say, "Well, but she must starve herself all day. Or her husband probably is really a jerk." I was listening to somebody talk about when you're jealous of someone else and that their life probably isn't as good as their highlight reel. And I was like, "But what if it is? Don't we hope that their life is as good as their highlight reel?" Do we have to pooh pooh on the fact that their life may, you know, so it's sort of like notice what your mind does with that, and that it's okay to want whatever the thing is.

It's okay to want more money. It's okay to want to feel confident. It's okay to want a great husband or wife. It's okay to whatever, want your kids to help out around the house, whatever it might be.

**Tobi:** I love, that's your – okay, that's the second sound bite from this interview besides the more fun I have the more money I make is what if the highlight reel is actually real and then what? And I love that. To me that's like throwing the gauntlet down because you're right. When we see something now that does look too perfect we immediately start discounting



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it, and justifying, and making excuses for that person, much less ourselves. And I love this question, what if it is actually real, then what? Then what does that mean for you?

And I love to even think well then if it's possible for her, it's possible for me, which is this whole other approach to thinking about it. And that is profound. That is so good.

**Susan:** Thank you.

**Tobi:** It's so good. Thank you. Well, this has been so much fun, anything that you want people to know? For sure tell them where to find all your amazing offers, and programs, and books, and things. But also any last words that people that should think of, keep in mind while they're really stepping into this truest, most exciting, most fun version of themselves.

**Susan:** So let it be the adventure of a lifetime. Getting to know yourself and what you really want is the greatest adventure of this lifetime. So don't make it a chore or a to do list. I had a client the other day say, "I took my team and I celebrated our accomplishment." And it was like she chugged her glass of champagne and was like, "Check, I celebrated." And I'm like, "No, this is not a chore. Really be in the moment and savor that." But where you can find me, the hub for everything is my website, shyatt.com.

Of course you can find me on social media at Susan Hyatt. My podcast is The Rich Coach Club Podcast. And I do have a very fun YouTube show called Go Time TV.

**Tobi:** And aren't you starting back hopefully with all the Covid things and things going away? You do some amazing adventures and trips to the Ivory Coast. I see you jumping off boats in the Mediterranean Sea in your bikini. And I'm like, talk about fun, so is that coming back?

**Susan:** Yeah. I'm like please let me get the second vaccination and let these borders open up. Yeah, I do run international retreats and I'm excited to get back to that. So Italy and I'm definitely going to Positano again and

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Lake Como. And I'm considering, I have everything ready for a Bridgerton themed retreat in England.

**Tobi:** So fun. Well, thank you. I enjoyed this so much. I knew I would.

**Susan:** Thank you.

**Tobi:** So worth the wait. And I know we're going to hear fabulous feedback. And I'm just going to encourage everybody to go over and find you on Instagram because that's where they're going to be able to interact with you. I mean I know you're in DMs because I'm in your DMs.

**Susan:** Yes, double down on the DMs.

**Tobi:** Exactly, okay. Well, I hope you hear from loads of people. I know you will. And I'm just super grateful you were here today, thank you so much, it was...

**Susan:** Thank you for making this so easy, this was my delight.

**Tobi:** Such a joy.

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Wow. That's all, I mean wow. I can't say anything else. That was amazing. Susan is such an inspiration to me. I'm ready to go up-level, have more fun, make more money, stop leaving money on the table, all the things. This one episode is like a manual right there all by itself for a life. And it's just only a tiny little fraction of the wisdom and the genius that Susan is. So like she said, check her out online and her website.

Really take a look at her book. If you really related to that part early on in the interview and throughout where we were talking about women dieting and trying to shrink their bodies, her book is incredible. I had it last year actually as one of my top reads for 2020. And I think I had it in my top five actually, it's really, really brilliant. And she is just a woman to continue to watch, to follow, to spend time with, to be mentored by, to mimic, truly she

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is a powerhouse through and through. And I hope that you enjoyed this as much as I do.

I can't wait to hear from you. Let me hear what you think about this episode. Let Susan hear from you. We would love that so much. And I just thank you for listening and I'll see you again next week with another exciting, now, I don't know, it'll be hard to top this one, but we'll try, another exciting episode of the *Design You* Podcast. Bye for now.

Thank you so much for listening to the *Design You* podcast, and if you are ready to dig deep and do the important work we talk about here on the podcast of transforming your mindset and creating a scalable online business model, there has never been a more important time than right now. So join me and the incredible creative entrepreneurs in my *Design You* coaching program today. You can get all the details at [TobiFairley.com](http://TobiFairley.com).