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Presented by Bill White
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Intro: Synchronicity expert Bill White brings you Success Radio 11:11.

Bill White: Hi, this is Bill White, synchronicity expert for Success Radio 11:11. Today, it is my sincere privilege to introduce you to Erica Combs, author of the recently released book, *Women in Power: A woman's guide to free enterprise*. Hi, Erica. Welcome.

Erica Combs: Thank you very much, Bill.

Bill White: Erica, before we talk about your book, I would really like you to tell my listeners a little bit about yourself. What led you to where you are today?

Erica Combs: Absolutely, Bill. That is a great question and thanks for having me on your program today. My journey to entrepreneurial success has been an overnight success story that took about 30 years of overnights to get to where I am at today. I am very fortunate. I am the daughter of a self-made millionaire who came from a farming family. My father is a retired airline pilot and he is the most successful male to carry his surname in his family. So, I come from a very genetically predisposition position to create success in my life and then my emotions are what got in the way and created several challenges and situations to overcome on my journey. It has been a long process that has gone very quickly. You say you can learn a lot in 30 years and it does not have to be your last 30 to gain the life experiences that I went through, you know, schooling. I went through some college and just knew that education was not going to serve me for where I wanted to go in my life. I knew I was psychologically unemployable. I never wanted to have a job and got involved in the sales industry, which brought me to network marketing and direct sales. That is where I met Jeffery. I started out as a client. He called me in July of 2002 and we got married in November and the rest is history.

Bill White: Wow! What a great story. What do you think your greatest challenge was in your progression?

Erica Combs: It would definitely be overcoming a lot of the programming I have learned from my family growing up just regarding self-esteem and my beliefs about who I was and what I was capable of. I had quite a contradictory situation growing up with parents that always told me, "You can do and be anything you want," but if my dreams were outside of the box of their reality, they told me, "Better find a rich man so you can create that."

Bill White: Yeah. That could present quite a dilemma.

Erica Combs: Well, it did. It really presented quite a contradiction. Oftentimes, we never realize how much contradiction there is in our own emotional or verbal dialogue with ourselves until we put ourselves in a position of being in an entrepreneurial endeavor. Suddenly, here we are, faced with the opportunity to create the income we have always dreamed of and design the life we have always wanted to live. The only person limiting our resolve is us and then that is really when the mirror gets held up to us by free enterprise, by the market place, by other people that we do business with, our prospects. Suddenly, all of this comes to the surface and it is like,

"Wow! Where do I get started? How do I change? Where do I go from here? How do I release some of these messages to be able to create the results that I want?"

Bill White: Right. Erica, who is Women in Power for?

Erica Combs: Women in Power is for entrepreneurial women. It is also for anyone who is developing entrepreneurial women or collaborating with entrepreneurial women. Something that I noticed in my own journey, in my own growth and development is that I could not find any information for myself as a woman in business. I could find it if I wanted to achieve success in corporate America, but I could not find any information on what does a woman do? What are they key emotional components that are required to succeed in free enterprise? That is what provoked this book. In long term, I see a very strong forum being developed globally with the assistance of my website, WomeninPower.net, where women have a place to come together and say, "Hey, we're here together pursuing our dreams in free enterprise." I know, as a woman entrepreneur, it can be a very lonely process at times. I think it is very important that we do develop a forum where we can come together and connect and collaborate and say, "Wow! There's someone else just like me, whose story I can connect with, who has the courage to pursue her goals and dreams. Wow! Maybe this person might connect and establish a relationship to create a mastermind as we go through this process together."

Bill White: That is great. How do you think the entrepreneurial process differs for women?

Erica Combs: It differs for women because entrepreneurship especially creating a successful business does require a different level of self-focus than society conditions us to have. It really does require "Well, I'm building my enterprise. Well, I'm in the growth and momentum phase. I come first, my business comes first." I coached so many clients who are women who have been conditioned that their family must be first. Family is the most important situation and that relationship always comes first, but it is imperative to schedule time in life of "Here's where I'm devoted to my enterprise then here's where I'm devoted to my family and this is my schedule and this is my office and this is serious and this business. This is my time to produce." I see so many women who are married and have children and are getting started as entrepreneurs and really do struggle because they feel guilty when they are producing because they are not with their family. When they are with their family, they feel guilty because they are not doing anything in their business.

Bill White: Well, that is a really push-me-pull-you kind of situation.

Erica Combs: It is a rocking hard place.

Bill White: Right.

Erica Combs: There is no way to win in there. It is about establishing what are my goals? How much effort am I willing to put into my business to achieve those goals? What time frame is reasonable to expect myself to get to there? How am I going to schedule my life to be able to do this so that I can create results and still have time with my family and still invest in these relationships, but then also have the time to invest in myself and in my business? Success in business, the external results always show up after the internal transformations have occurred.

Bill White: Right, right.

Erica Combs: Most people want to wait and they say, "When I have the money then I will." In business, when we are emotionally fulfilled, when we have completed that whole connection internally is when we start to allow our energy to vibrate from us. That is what people feel. That is when people buy. That is when achieving more results with less effort becomes easy and the games starts to become a whole lot more fun.

Bill White: Absolutely. You mentioned in your book the concept of emotional autonomy. This was personally one of my most difficult challenges. Could you elaborate on that a little bit?

Erica Combs: Absolutely. Emotional autonomy is just a fancy way of saying emotionally independent. Emotional independence is really based on the theory that I have my own set of emotions and Bill, you have your own set of emotions. So, if we enter into a conversation or a dialogue or we start to conduct business together, if we are talking and I am excited and you are upset about something, I am not going to stop being excited about the successes I am achieving to commiserate with you because you are not in that same emotional status and vice versa. Emotional autonomy is really about beginning to be able to connect with people from a heart level and yet still have enough boundary and place that we do not get sucked into the drama of their own emotional dialogue.

Bill White: We spend a lot of time doing that ordinarily, do we not?

Erica Combs: Absolutely and it is very, very common to base how I feel on the emotional status of those around me because if I am vibrating, if my emotions are in harmony with theirs then there is no discordance in the relationship. That can be very, very empowering when you surround yourself with people who operated very high emotional, vibrational frequency. People who are self motivated, people who are empowered, people who are emotionally prosperous, but for most of us that is not the situation. Most of us especially as entrepreneurs or fledgling entrepreneurs or entrepreneurs with a staff, find ourselves involve in relationships all day long with people who do not have the same dreams we do, who do not have the same desires we do, who do not have those same big objectives that we are seeking to manifest in our own life and so, their opinion of what we are doing or their ability to really understand where we are headed -- they may not be able to do that like you and I can. It is important not to let ourselves be taken back down to that level of vibration for someone that does not have the same level of belief. It is very, very important to become resilient enough to stay in this game long term because entrepreneurship is a long term process. It is not a short term sprint to get a medal at the end of the finish line. It is a life process and so, it does require that kind of resilience to stay in the game.

Bill White: I could not agree more. We hear all the time about how thought shape our lives and habit shape our lives, you come at this from a different angle. You talked about beliefs creating your life. Can you tell us about that?

Erica Combs: I absolutely can, but first I am going to ask you a question. Is that okay, Bill?

Bill White: Absolutely.

Erica Combs: What is the difference between a belief and a thought?

Bill White: I would say the emotional attachment.

Erica Combs: Absolutely. We have literally millions of thoughts that float through our minds each and everyday, but most of them we do not focus any attention on. We have a thought and

we let it go. It is no big deal and that is the end of it. It is that emotional connection to a thought that turns it into a belief. A belief is something that we hold to be true. It means having a sense of certainty about ourselves or a situation. Our beliefs not only determine our results, but they absolutely determine the reality and the situations and the people that we attract to ourselves each and everyday. I have coached many clients on this and some of them get upset when they start to realize this, but we are powerful as human beings and our beliefs create our reality. Whether our beliefs are disempowering or empowering, we get to be right. Do we get to attract people in situations to us that allow us to be right whether we are attracting what we want or what we do not? Here is a great example. A very common belief in America and around the world is "I need more money." Right, Bill?

Bill White: Absolutely.

Erica Combs: Okay. Here is what happens. As long as we need more money, we send out a very low emotional frequency out into the universe because the word need does not vibrate with much energy whatsoever. The word need is a word of lack. It is a word of poverty consciousness that means no matter how much I have, it is never enough. When we speak that belief, "Gosh, I need more money. I never have enough money. I just need to have more money." All the universe hears is no matter what happens, you never have enough money. So, that is when you could come across a windfall, win a lottery ticket, get a tax credit back in April of maybe \$1,200 and then your car breaks down.

Bill White: Right.

Erica Combs: You take it to the mechanic and the mechanic says, "Oh, I'm sorry. It's gonna be \$1,700 to fix your fuel pump." You go, "Gosh, I just had this windfall of \$1,200 and I could've created this experience with it. Now, I have to fix my car and I still need more money." The universe goes, "Okay, let me give you more situations to prove to you that you're right and you're never gonna have enough."

Bill White: Yeah. It is absolutely "Your wish is my command," is it not?

Erica Combs: Absolutely. That is why for corporate Americans, Mondays are awful and Fridays are great because we go into a job with the belief of Mondays are always terrible, "I don't wanna be here." Then this day starts to go sideways and we go, "See, this is what I mean. Mondays are just awful in the office. I can't wait till 5:00 p.m. and I can clock out and go home." Then we get stuck in rush hour traffic and we go, "Oh, my gosh. This is just another Monday. I can't wait till Tuesday." Then on Wednesday, we start looking towards Friday and we go, "Wow! I can't wait till Friday. Fridays are always a great day. I'm planning for the weekend and Fridays are great." We have the opportunity to absolutely determine the quality of our existence based on our belief system, our emotional dialogue with ourselves and then the language that we speak as we communicate with other people.

Bill White: I believe that as well. Something really grabbed me in your book. You mentioned emotional resilience in allowing yourself to feel emotions even when they are not what most people would call appropriate. Let us talk a little bit about that.

Erica Combs: Okay. As far as feeling emotions that other people would not necessarily qualify as appropriate, can you give me an example?

Bill White: You talked about yelling into your pillow and --

Erica Combs: Oh, yes.

Bill White: That was so empowering for me personally because I have a tendency to hold a lot internally. I actually went and did that after I read it.

Erica Combs: How did that feel?

Bill White: It felt great. It was a total release.

Erica Combs: It is a liberating experience, is it not?

Bill White: It is.

Erica Combs: Here is what I learned on my own journey. If no one is there to hear all of the anger or all the things you want to say then no one's feelings get hurt and it does not create any waves in relationships. What happens is we have a society that has some big challenges as far as expressing anger. The most emotion of anger is not good or bad. Emotions themselves are not good or bad or right or wrong or positive or negative, they are just are what they are. I believe, as human beings, we have a right and a responsibility to feel the whole realm of emotions that come along with that experience, everything, love to hate and all of those in between. What happens is we get conditioned by society to attempt to suppress and stifle emotions like anger, guilt, shame, rage, resentment, hate, and any kind of overwhelmed feeling because society has said that is not okay. It is not the feeling that creates issues. It is typically how we react in response to having that emotion that ever creates challenges in our lives. The one situation I have learned for myself is when I am overreacting to life. When little things are setting me off, when my fuse are short to say, "What is it I'm really angry about or what is it that's unresolved or what didn't I say that I know that I should have to hold my ground or what is it that I still have unresolved emotions about?" and then I will go into my bedroom and I will get a pillow and I will just scream whatever it is that I am angry about into that pillow and give myself the opportunity just to release as much of that emotion in that moment as I am willing to let go of. What that does is that it allows our body to relax. It allows us to refocus the energy that we spend suppressing all of those emotions into a new and more productive manner. As long as we are suppressing this kind of emotion that is why little things can set us off so quickly because it is not just about the present moment, it becomes about every past moment that we felt that same way and did never release it and so, it is still there within our own emotional bank account. When we get in a situation that triggers that same feeling again, it comes back very disproportionate to the current situation that we find ourselves in.

Bill White: That is incredible insight. Yeah, I think that is just absolutely full of power.

Erica Combs: Thank you. It is an emotional bank account. Here is the situation, we get paid emotional interest as our feelings sit there and accumulate in that emotional bank account. That is why all of a sudden, we are going along and life is okay. Then we hit a challenge or we get a bill or we forgot to pay a bill and we get a phone call from someone and says, "This bill is past due." Money maybe has been an issue in our lives and in our family and never having enough, the anger that goes along with it and the guilt of not producing. Then we just totally go off on that poor person on the other end of the telephone because we have a lifetime of suppressed emotions that has been sitting in that vault, accumulating interest. It is like the proverbial kettle when it boils and the top flies off. There is just no containing it in that point.

Bill White: Right.

Erica Combs: What I like to teach people to do is to create ways to create emotional releases, so that we do not get to that point where all of a sudden, we are out of control. That is never a good situation when we blow up at people or we react disproportionately to a situation then we have to spend a lot of time going back over it, apologizing, making amends then we typically feel guilty. We carry that guilt with us and then guilt from the past carried into future then gets internalized to shame and now, here we are back in this whole messed up situation again of harboring all these disempowering emotions as we go through life. If entrepreneurial success is what we seek then it is going to require some release of all of this to have enough faith to go forth and produce. We are all humans having this experience together and we are going to run into people in the journey of life having a lot of the same exact messed up issues inside that we do. That is why Jeff and I always say, "The more dysfunctional you are, the greater your chances of success" because as you start to understand and unwind your own dysfunction, you can understand that in others. You really start to realize, "It is not about me. None of this is personal."

Bill White: Right. Absolutely. I have to say, your book has really knocked me out. I read about three books a week and I get a lot of good information, but I am just absolutely astonished at the content. It is just amazing. We cannot possibly cover everything you have written in the book obviously, but what would you say your central message is in the book and why?

Erica Combs: That is a great question, Bill. No one has ever asked me that before. My central message in this book is that if entrepreneurial success is what we are seeking and success is like beauty. It is always going to be in the eye of the beholder and it is going to be a little bit different for each and every individual. If entrepreneurial success is something that we are seeking then it is about becoming comfortable enough with who I am or who you are to market that uniqueness. You receive a return on that energy and that would be the central message of my book. It is reconnecting to the power that I was born with, reconnecting to the purpose for why I am here. Why I am in this game? Why I am seeking an entrepreneurial endeavor? Your desire to just be, to become a great philanthropist and so, you found a way where you saw an opportunity to do this to your free enterprise and you are saying, "Wow! When I create all these revenue, I'm just gonna give it all away." It could just simply be, "Hey, I deserve to receive revenue. I deserve to be in profit. It is something no one else in my family has ever done and this is what I want." Whatever your purpose, whatever your reason is, to ever create the results that are going to allow you to manifest that into reality, it is going to require that you hop back into your power, come back into focus with "Who I am and where I'm headed and what I'm doing in my own uniqueness, my own value that I bring to this game?" because each and every one of us is different. There has never been another Bill White before that is just like the Bill White that is here today. There has never been an Erica Combs before who is just like I am, right here, right now with all of you on this program listening in. There is never ever going to be another Bill White just like he or Erica Combs just like me or another you just like you in the history of the world ever again. That is the power of our uniqueness, just as being a human being. When you can tap into that and start to market from that position of faith that is when people start to really feel your energy. That is when results and opportunities are limitless. That is when we are in complete harmony with the natural flow of the universe and doors start to magically open. People start to magically come in and want to do business and collaborate with us. Your uniqueness is absolutely your value. That is what you bring to this game and that is the central message of this book.

Bill White: Incredible. Absolutely incredible. I am very quick to acknowledge that the most powerful teachers in my life have often been women. When I read your book, I could not put it

down and what I am really curious about is what you would tell my male listeners about reading this book?

Erica Combs: That is another great question, Bill. Here is what I would say. To any men who are listening on the call today, if you have women in your business, if you have women in your life, this is definitely a book that you want to connect with. Bill, why could you not put it down?

Bill White: It was just so full of wisdom and so right on the money that I just felt compelled to keep reading.

Erica Combs: Thank you very much. I only had the book in my hands for a week. We have already distributed over a thousand copies.

Bill White: That is amazing.

Erica Combs: Worldwide, just through our enterprise. It has not even hit Barnes and Noble or Amazon.com yet. That is phenomenal and amazing. I am getting so much feedback from the men who have picked up this book and said, "This isn't just for women in business. This is for anyone who is into free enterprise." I talked about the emotional situations and transformations that I have gone through to become an effective entrepreneur. I talked about forgiveness and self-esteem, language, understanding personality types, tapping into intuition, being creative. This is really not just a book for women although I have a passion for assisting and developing other women. This is a book for anyone who is communicating with women or communicating in business or just seeking what I call more mores in their life, more results, more time, more love, more freedom, more money, whatever more is. This book is not the knots and bolts or the how-to of how to get there, this book is the internal transformation of where do I focus my energy inside to create the space to receive the abundance that I desire from the external world.

Bill White: Absolutely. I found it to be exactly that. As a man myself, we are so out of touch in so many cases with that whole emotional, internal dialogue that is going on. I think it is just an incredible opportunity for men to get a woman's perspective on that because you are so much more in touch with your feelings and you communicate it exceptionally well.

Erica Combs: Thank you.

Bill White: Thank you so much for sharing your insights with us today. I would recommend your book to anyone who wants to live more powerfully. Where can my listeners get it?

Erica Combs: Thank you very much, Bill. My book is available online at <http://www.goldenmastermind.com/?successradio>. You can also reach me at 800-595-6632.

Bill White: Awesome. Thank you so much, Erica. Again, incredible interview. I hope to have you back sometime in the future?

Erica Combs: I would love to come back anytime. Thank you once again for the opportunity. Bill, I just want to take a moment to edify you. I know you have been going through what some people would perceive to be challenges and struggles in your own life and I just want to commend you for staying in the game and being a great entrepreneur and a great collaborator. Oftentimes, what we perceive might be the worst thing that ever happens to us, turns into the opportunity to attract the best situation we could ever possibly have hoped for in return. So, I just

want to commend you for staying in the game and being in the process and just being the man that you are in putting together this program to assist so many people.

Bill White: Thank you so much, Erica. That is really nice of you to say and amen to that. Nothing could be more true. Well, I did enjoy it immensely.

Erica Combs: Thank you as have I. Thank you for having me here today.

Bill White: All right. Bye-bye.

Erica Combs: Bye.

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