

Rachel: Hello, everyone. Today we're here with Jeffrey Shaw. Jeffrey is frequently described as inspirational, current and relevant. His work centers on supporting creative entrepreneurs to bridge the gap between embracing all their passions and creating real profits. He's equal parts creative thinker and successful business owner, and has the advantage of providing inspiration from real life experience and extensive training. Jeffrey began his career as a highly sought-after portrait photographer for an exclusive clientele. His portraits have appeared on the Oprah Show, in O Magazine, People Magazine, CBS News, and on the cover of New York Family Magazine. Well into his photography career, Jeffrey became a trained business coach and public speaker. He also has his own podcast called Creative Warriors, and his writings have been cited in trade journals and various online sources. He frequently turns conventional wisdom upside down to offer entrepreneurs a way to develop a sustainable business that is both profitable and on purpose.

He knows a lot, and because he's both highly creative and an entrepreneur, we thought the best topic to bring to you today on this episode will be just all about how to wrangle all the different parts of yourself, all the different things going on in your head, because so many of us have so many things going on in our heads, all the passions, everything, and putting it all together into one path for financial freedom, so you can feel like you can do something that includes all parts of you, and that you don't have to hide anything. I think there's going to be a lot of phenomenal information here. I'm really excited about this interview. Jeffrey, thank you so much for being here.

Jeffrey: Thank you very much for having me, Rachel.

Rachel: It's going to be really, really fun. The way I start off all the podcasts is, the intention behind a better life is just to show people that if they have a choice that they can choose a better life. In that spirit, can you just take a minute to brag and share with us some of the things that you are most proud of in your life?

Jeffrey: It's certainly hard to ignore the fact that I'm super, super proud of my three kids. They're just amazing people on their own. I guess, along with that, I'm very proud of my own personal growth. I would classify myself as someone who is not born with all the right stuff. Some people are just born with all that stuff that it takes to be successful. That was not me. I'm proud of the journey for which I've taken my soul on; it's been a conscious journey, it's been one that I've worked and pushed for. I am proud of my kids even more so for embracing that journey with me, and being very adaptable, unconditionally loving beings that they are. So yeah, all things combined.

Rachel: Beautiful. I wasn't going to go too much into your personal story, but I'm curious, if it's not putting you on the spot too much, you said that you weren't born with all the different things to make you successful. Can you elaborate on that?

Jeffrey: I opened the door there, didn't I?

Rachel: You totally did.

Jeffrey: Walk on in, I'm fine with that. I am an open book. There won't be much you can ask that I won't answer. Gosh, let's see. For one, I battled most of my life with severe shyness; the roots of shyness, who knows? I believe, at some point, things like shyness and other issues at some point they become just a recurring story, but they're rooted in something. For me, I was the youngest of three boys. I had very overbearing personality older brothers. They definitely stole the limelight, if you will. I had some health issues when I was a kid, like at the age of two or three, I had bars on my legs because they were rather crooked, so they had to be straightened out. I was the original Forrest Gump. The interesting thing was, and this is not a unique story, honestly, I meet a lot of creative people, a lot of very successful people, creatively and otherwise, that have gone through a lot of various shapes of trauma.

We know some great stories, people like Oprah Winfrey, and things like that. I guess, deep down, I felt like I wasn't born with all the right stuff, I wasn't outgoing, I was definitely a little bit of a lost kid. I was a really awkward kid. I dealt with shyness, really heavy duty shyness, well into my early 20s, but at the same time, I also knew there was so much more that I was capable of. There was always this big internal conflict between who I was and who I thought myself to be, and if I was really honest with myself, who I thought I was capable of being. There's a big division there, and it took a life to just step into being who I was capable of being, and not just who I believed I was.

Rachel: Yeah, and you have gone through a lot of iterations, it seems like, from just learning about you and seeing all the different things that you've accomplished.

Jeffrey: Very much. I was always very good at photography. Photography was my choice to be reclusive. If you're a shy person, photography in the olden days was perfect because there were darkrooms. Photography was my interest of choice in order to remove myself from the rest of society. I would photograph on the streets and hiding behind a camera, and of course, there was the beauty of the darkroom where you could really hide out. I made it through high school by hiding out in the darkroom and skipping every other class, and just excelling in photography. What happens when you excel at something is you suddenly get attention. Suddenly in high school I started getting all this attention, or attention I was bringing to my high school because I kept winning all these awards, national awards. Kodak picked up some of my photographs and put me on a national tour, and I was 16 or 17 years old.

Then I went to photography school and got more attention. By the age of 20, I was full-out, full-blown professional photographer, photographing families and children on location. I had a very specific niche business that I wanted to create, and this was in the '80s, when a niche business made sense. I no longer agree with that philosophy, that's another conversation, but at that time it made sense. What was interesting though was truly by accident, I wound up working with some of the most affluent people in our country because I was good at what I did, and my values aligned with them as well. It was one big stretch for me because I was really out of my element. I didn't come from that, so I was really stretching myself to fit into a culture and a society that I knew nothing about.

For the 20 or 25 years, I guess, 23 years or so I was... I'm still a professional photographer. However, 50% of my time is split between my role as a photographer and my role as a coach and public speaker. Last seven years or so, I've been a business coach, trained, and a public speaker as well. I have gone through a few transitions career-wise as well.

Rachel: Can you take a minute just to explain how you started this path of becoming a business coach and a speaker, because I think it's especially relevant just to what we're going to be talking about as far as just putting all pieces of yourself together?

Jeffrey: Absolutely. About halfway through my photography career, about 15 years into it or so, I found out about the idea of business coaching. This is 1991 or something, business coaching, or coaching in general, wasn't much of an industry or a trade then. It was rather unusual, and I found about the idea of a business coach from a book I read, one of the many self-help books I was constantly reading, and it made the suggestion of a coach. Here I was at the peak of my career and eager for more. I just wanted more, and I wasn't sure what the more meant. I guess I just didn't feel fulfilled, so I aligned myself with this fantastic coach, and I worked with him three times a month for seven years, which is freakishly unusual. I don't think anybody works for a coach that long. Clearly, I had a lot to work through. When he retired, I was motivated to give back what I had received in coaching.

It was at that point, about seven years ago, I started coach training; really not sure what I was going to do with that. I thought, "Well this will be just a little extra something I know on the side." I had studied landscape design in the past. I was always doing something that I felt, in some ways, supported my role as a photographer. I didn't really step into that seriously, but it didn't take long before I realized, "My gosh, this might really be what I'm meant to do." My role as a photographer, I always felt really on purpose, it almost felt now that 30 years or 23 years at that point, as an entrepreneur, that felt like the learning lab for what I was meant to then translate into the learning that I could give back through coaching and public speaking.

Rachel: Interesting. What felt different for you, when you were trying public speaking or business coaching compared to when you were doing photography?

Jeffrey: Gosh, that's a great question. What felt different for me? For a long time, I definitely was battling internally for quite some time. There's a lot of internal conflict around this, and I mentioned previously about the idea of being in a niche business in the '80s, and that made sense. Like a lot of creative people, at that point of my career, I was really entangled in conflict with even being driven by other passions. I was very passionate about coaching and public speaking, but my role as I identified myself was that of a photographer, so I kept everything really separate. I didn't want my photography clients to know that I had other interests. It was like I was cheating or something. That was a big internal battle for me, because in my heart and in my creative being, I wanted to be more, I wanted to be more expressive, I wanted there to be more ways that I could contribute to the world than just as a photographer while that was significant.

It was a pivotal point in my life of really deciding to embrace that diversity and allow myself to be more expressive. What was different for me was there was vulnerability in that. That's a great question. I'm trying to define the difference. I would say it's around vulnerability, like a willingness to be more of who I was. I wanted to be more expressive.

Rachel: That makes sense. Just giving yourself permission to be all of you, I think, is a huge deal.

Jeffrey: Absolutely. I think it's one of the core conflicts within creative people often is that they don't allow themselves to be all of who they are, because we do think out of the box as creative people. By creative, I just want to say, there's such a broader term than just traditional arts. You're a creative person. Creative entrepreneurs, to me, encompass coaches, healers, photographers, artists, consultants, marketers, branders. All of us very creative thinkers, we do think differently, so therefore, much of the world is operating differently than us. For me, it felt like a constant journey of trying to fit a round peg in a square hole until I allowed myself to be more of who I was.

Rachel: Yeah, and I read in one of your Huffington Post articles, you talked about... I actually copied it into my Notepad file here. You said, "I meet an astonishing number of entrepreneurs who have multiple websites and businesses often with very little distinction between them. This leads to confusion, lack of direction, and simply a lot of wasted time managing all the things. Don't be so eager to separate your valid interests. Instead, seek out what they have in common and how we can pull it all together." It's what you did, and I was wondering, do you have practical action steps that people can take to put everything together?

Jeffrey: Yes. The first would be what I call "leverage your lack of focus." I was [inaudible 00:12:42] it's not just the lack... I find creative thinkers either struggle with staying on focus or they hyper-focus on a lot of different things. Both are fine, and when I say both are fine, I truly mean they're fine. That's the problem. We kind of live in a world that's constantly telling us to focus, and what they mean by focus is to focus on one thing. It's just not us at our best. Creative thinkers, that is not us at our best. We are at our best when we actually are focusing on many things, or lacking focus. The first practical step is to allow that, to finally grant yourself permission to say, "This is me at my best. This is me at my creative best." I'm a huge proponent of brainstorming and unleashing how people hold themselves back. As a coach, when I'm working with a creative entrepreneur, one of the first things I have them do is, "Give me a list of 50 things that you are passionate about, that you'd like to do."

Almost always, they will come back with a list much bigger than 50. Once they unleash what they... I've granted them permission. That, to me, is a really practical step. You can just open, take the lid off the can, if you will, and let the air out and let the ideas flow, and then look, and then just be an observer of it all. The article that you've recited from is an article I wrote about being overwhelmed because similarly to entrepreneurs struggling with lack of focus, they try to make overwhelm go away. We easily, as does most everybody nowadays, we get overwhelmed; there's so much to do. For creative people, we tend to try to make that want to go away. I like the reverse approach. I like to say, "Don't make the overwhelm go away, because creativity comes with chaos." Chaos

is actually the initiator of a great deal of creativity however you want it to organize. It's kind of organized chaos. We don't want chaos to go away, we don't want overwhelm to go away, we just want to open up the flow. It's a little bit of a reverse thought process about being overwhelmed.

What can you find that's in common in the things that you're interested in? If you looked at it as a garden hose that was twisted, how can you untwist the garden hose so there can be flow? Overwhelm may still be there, but there can be flow and connection between them.

Rachel: Yeah, that's such a great point. I know people who are listening might think, "Fifty things? I can't even think of three things," and I think it's one of these things where... I mean, they can think of 3, but 50 just sounds like a lot. I think it's one of these things where you just start writing and just kind of like make yourself, maybe for 20 minutes, whatever, just commit to 20 minutes and then just keep writing. I can definitely see how it'd be so easy to end up coming with the time. Do you have any examples from when you were doing coaching where people have these 50 things and they're coming to you and just like telling you that this all looks completely unrelated, and then you're able to create some kind of structure around it?

Jeffrey: Sure. I think one of my personal favorites is a woman named Nancy. I had known Nancy from another leadership group that we were in together. My experience of Nancy is that she was constantly being... she was doing it to herself as well as some of the advice that she was getting, was trying to really hone her in. She has very high energy, a lot of ideas, very, very extremely highly successful woman. She had written much at that point. I think now she's up to seven books, so maybe then she had already written five books that were completely diverse; everything from dating to corporate marketing, very diverse range. I actually loved our very first conversation together. She described herself as a hot mess. I love that term. She said, "I'm a hot mess." After an hour, I was on the phone, I said, "Well, our journey then is to go from hot mess to hot stuff," because it's all there, it just needed to be organized.

She actually is a perfect example. I sent her on her way and said, "Come up with 50 ideas that you'd love to do," because she had more than enough; everything from being a corporate marketing consultant to decorating homes. There were a million things which she loved to do, and she came back with a list of 100. In the end, we had to... and this is my feeling about business in general. As you can tell, I'm very soulful, insightful, I believe in doing a lot of personal work, but the only way we get to help others and serve is by doing the work. There's a side of me where I flip the switch and I get very practical, where, "Okay, now this has to be branded in a way that people can really grasp it."

That tends to be the journey that I like to open people up and really allow them to be creative, and then when we can get to our core message that's important to them, and something they can really commit to, because being an entrepreneur is not easy, something they can really commit to as their core message, then we look at, how can it be branded, and how can the world receive that? How can it be super clear? It's a noisy marketing world, so we need to make it clear.

Rachel: Totally. Can you explain some of the things that were on her list and what you guys ended up with, and how you came to it?

Jeffrey: Her series of books was a good example, because they were tremendously diverse. In the end, when we really looked at everything that she was interested in doing and the story of her life, and not just the story of the life that she had lived, but also really looking at the imprint of information that she had taken in over the years, it all pointed one thing. How she most wanted to help people was to help people to reinvent their lives. It was deeply important to her for a whole host of reasons. It was even more than reinvent their lives. What was deeply imprinted in her, what she was most passionate about was never witnessing somebody wasting their life. In order to not waste their life, often that meant you had to reinvent. Although her branding and everything is around being a reinvention catalyst, the passion that drives her is making sure no one ever wastes their life, and that often takes reinvention.

It was really fun on a very practical step when we reorganized her website, how we just took all her books, and we were able to point them all to reinvention. It all made sense. The business books that she had written were all about business reinvention. The dating books that she had written, one was Dating Success Over 40, or After 40, something like that; it was about reinventing your life at 40 years old, and dating perhaps again because of divorce. It was all there. It was all the work she had done as diverse as it was, the core message had always been there.

Rachel: That is such a great, great story. I feel like if someone else listening were to make this list of 50, it might be hard for them to see the patterns, but even just hiring someone like you, could be even like talk with a friend and ask for patterns, because it's so hard to see around stuff.

Jeffrey: Extremely. It's very difficult. Classic phrase — if I had a dollar for each time somebody said, "How come I can do for others what I can't do for myself?"

Rachel: Oh, yeah.

Jeffrey: I coach a lot of coaches. That's a surprise that coaches very often will say, "How come I can coach everybody else, but I can't coach myself?" This is really not work you can do on yourself, you really do need the support and help of others.

Rachel: Totally. Have you ever worked with people who maybe don't have a business for themselves, like they're in some kind of job and they want the same kind of support?

Jeffrey: Up to this point, I have really focused on the entrepreneur, the self-employed. I have worked with a lot of people that have transitioned. I'm usually the guy they call once they've left the corporate job and now they're starting out in a different type of business on their own for the first time. It's funny you ask, because I wondered whether that isn't my next big challenge. I look at it as a triangle. On the top of the triangle, I think what we want is prosperity and purpose. I think most people inherently want to live their life on purpose and feel fulfilled, and they want prosperity however they define that. At the bottom of the triangle, on one side we will tend to have people that are very purpose-driven and are struggling to get the financial reward they would like, and on the

other side, we have people who are financially successful or prosperous in whatever way they define it, but aren't feeling fulfilled.

In the end, I think we all want to get to the top of the triangle, and I find right now anyway I'm better suited to work with the entrepreneur who's more purpose driven because I can absolutely get them to be more prosperous. That's a path I know really well. Perhaps, the next stretch for me in the future will be to work with those that are more prosperous and take them closer to purpose.

Rachel: Got it, great. I have another question. When you do these lists of 50 things to however many people end up writing, do you find that it ends up being for most people that it's something around, how they dabble in lots of things, or how to reinvent yourself, or something that ends up being an umbrella of lots of things, or does it end up sometimes being very specific things even though it looks like a stationery supply or something, even though the initial list looks really big?

Jeffrey: I'm a believer in a life purpose, and I know the mere thought of finding your life purpose can be daunting and scare the bejesus out of people. I wrote another Huffington Post actually about asking yourself the three big questions: Who am I? What's my life purpose? What am I meant to do? They were three dreadful huge questions. I think that part of the conflict that we encounter is that we try to answer those big questions too deeply. I actually think it's much easier than we think. I have this quote, it's my own quote but I tend to recite it to myself, is that the story we're meant to tell is likely the story we know best. The life we've lived, the information we've gathered, perhaps things we're trying to... I believe in counter balance. Perhaps it's something we're trying to yield from, or just however you experience your life in one way, you may be trying to balance it in another way because we inherently are seeking balance.

I don't think you have to look all that far. I find in most cases that no matter how diverse things may be on the list, there is something at the core. I'll tell you an experience I had with one of my podcast interviews which was with a juggler. This was not your ordinary juggler; this guy was part of a juggling team that was world famous. He's been on The Tonight Show and the whole thing, which is what intrigued me. Talk about an out-of-the-box career. How many people set out to say, "I'm going to sustain my family on being a juggler?" The more I got to know him, he also had interest in so many other things, and his latest passion was a program he was calling 30 Days Sugar-Free. Just look at those two examples, we have a professional juggler who now has an online diet program, if you would call it, or a nutrition program on living sugar-free for 30 days. I know about you, that gets pretty diverse to me.

Rachel: Yeah.

Jeffrey: I asked him in my podcast interview, "Do you see ..." He had various other interests. I was like, "Do you see anything in common with your diverse interests?" He did come up with something, but I think it was a little bit more of, "I'm at a podcast interview and I better come up with something." I shared with him what I saw, and it really resonated with him. I said, "There's something in everything that you've done in your life that is about nourishing people. Humor is nourishment, and he realized how

true that was of himself. He cares deeply about what he puts out, and what people take in. He wants to put out entertainment so people take in humor. He cares deeply that people take in good nourishment through this 30-day sugar-free program.

Like I said, I'm a believer of a core purpose that we can be aligned with in which the chaos of all these things that interest us organize around.

Rachel: You're like a purpose whisperer.

Jeffrey: Thank you, I've not heard that.

Rachel: It's true, I would have never thought of the nourishment thing. It does feel different to hear nourishment from your reinvention example. It's nice to see that you can have big far-reaching kind of purposes, but they don't have to cross what other people have.

Jeffrey: One of my favorite references is the Renaissance of the 1400s. I go back there because creative people were more free to express themselves in any medium they chose and it was applauded. Da Vinci and Michelangelo, they were scientists, they were painters, they were sculptors, and they were applauded for their diversity. I don't know how it became now that we're not applauded for our diversity; we're criticized for lacking focus. To me, I think there is an organizing core purpose, but I think the way we can express that can be wildly diverse. The important thing is that you know what you stand for.

Rachel: I think that's really true. I found out a lot myself was, when you have the central purpose, there's just so many different ways, just like you're saying that you can articulate that, and they're all good. I think so many people think that there's one vehicle to spread your message, but you could do so many things. If you want to spread love, it can be being a loving mother, it can be having a business, it could be whatever; there are so many things.

Jeffrey: Absolutely. There are corporate examples. Zappos is a company that I... you're familiar with Zappos, right?

Rachel: Yeah.

Jeffrey: Gosh, they're out in Vegas, so you might know of them. They are a company that I watch a lot. I really admire them. Tony Hsieh, leading the company, he knows what they stand for. They stand for delivering happiness, and they go to great lengths to do that. It's not about selling shoes. That's the expression to deliver happiness. It's the business model they've created to sell shoes so that they can deliver happiness. There's been grumblings, and I've not heard anything about it for a while, but there was grumblings for a while that they were considering going into the airline business. Gosh, talk about diversity. At first I was thinking that would make sense. It would be freight planes that they would deliver their shoes, but no, they were talking about the passenger airline business because they felt it would be a great expression of how to deliver happiness, but honestly in an industry that doesn't deliver a lot of happiness.



Rachel: Absolutely. That makes a lot of sense. I remember I went on a tour of Zappos actually when I got to Vegas last time. I've lived here once before. It was awesome, have you ever been on a tour?

Jeffrey: I have, I went just earlier this year. It was like a religious pilgrimage for me. I was out there for a convention, and intentionally I signed up months in advance, and, oh gosh, I was a little kid.

Rachel: It's so cool. For those of you listening, some of the highlights were: First you go through and all the different offices are... it's really like people have their workstations and they're decorated completely differently, however people want to decorate, it's fine, so it's just a creative feast. You see all these different things. Then they'll tell you, for example, one of the customer service stations, they were bragging about how their longest customer service call, I think it was something like eight and a half hour or something, do you remember how long it was?

Jeffrey: I was going to say 16.

Rachel: It might have been that.

Jeffrey: It was some ridiculously long conversation.

Rachel: Yeah, super long.

Jeffrey: I have to tell you this. We're on this tour. There was a guide, as you know. The guide is leading along the way. We're on the outside court area but the offices have [inaudible 00:29:41] out towards the interior courtyard, and Tony Hsieh is in his office. I'm sorry, I was just drawn, there was a light. I was just drawn. Here I am on the outside, and the tour guide saw me starting to walk towards the window. She goes, "No, no, no. Don't tap on the glass, he's not a fish." I backed off, but I almost couldn't help myself, but that's how open... I mean, what an incredible atmosphere they have going there.

Rachel: Yeah, I think heard something like he keeps his door open most of the time, and then just bragging about having these super long customer service calls where most people get off the phone as soon as you possibly can. That's a phenomenal example. The other thing I was curious about is, have you talked to business owners who have established businesses, they feel like they have branded themselves for a while under one thing, and so they feel like they're hiding parts of themselves, but they are scared to open up because they think that they might lose customers, or it might mess up their message, or thinks like that?

Jeffrey: Most definitely. Like I said, that was literally the battle I was in. Looking back, I almost have a hard time getting back to what that felt like. I remember the feeling very much, but it seems so illogical to me now, and yet I completely have empathy for people that are in that position, that somehow it felt like I'd be cheating. I had a business that was geared around a particular service of photography that I provided. I felt like I had to keep it separate. I see a lot of entrepreneurs do that, and the bit that you recited from the article, I've referenced meeting a lot of entrepreneurs that have separate websites. It tends to be what their reaction is to it. They tend to have different websites which, in the

end, it becomes a lot more to manage, and what you're losing is the possibility for cross-marketing.

Gosh, I'm trying to come up with a specific example without... client confidentiality. You could easily have very diverse businesses that you keep in separate buckets of websites, if you will, but you do lose the opportunity for somebody who knows all of you, the whole of you, in the same way that as a photographer, people hire me as a photographer. Yet I can't tell you the intimate conversations that people wind up opening up to me, because once they've met me and have worked me, they realize that I can receive that really well. The course has a lot to do with my training as a coach. By letting them know that that training exists, there can actually be more value to the relationship.

Rachel: That's a good point. Actually, if you have any words around this, I'd be super appreciative, but for me, one of the things was I was teaching a lot of internet marketing for a long time. I had 40 something books, most of them are outsourced, but I have a bunch of books. I was teaching people how to write books and how to market them. I had an outsourcing company with 120 people. I taught people about outsourcing. I used to be a copywriter, so I taught copywriting.

I had a bunch of different internet marketing things, and then I kept feeling like I didn't want to teach that as much anymore. I felt a lot of pressure around teaching people make money kind of things. That just didn't feel really right for me anymore. I've been going into this better life stuff. I have the podcast, I have the books that I consider kind of practical personal development, and then I have this event coming up where basically people will go. They come to a day of free daycare, and haircuts, and manicures, and energy work, and all kinds of different things meant to help revitalize them because so many people are super stressed.

For such a long time, I felt such a divisiveness between this internet marketing stuff that I thought would squash my soul, and the better life stuff, which I felt really good about, that I felt harder to monetize. With my mastermind, they were telling me that a lot of the core kind of thing is just like creating a better life for yourself through practical things. If you have any other idea, then super open into them, but... actually, were you going to say something?

Jeffrey: I was going to hopefully offer you some input on that. I loved the story and gosh, I'd love even more time with you to discuss it deeper, but I find that one of the questions I always start with is, what drives you crazy? I find often what we're most passionate about is to counterbalance what most drives us crazy. I think it's a place to look because it brings out your passion. There's a fine line between anger and passion. That, to me, has always been really helpful, for myself, for coaching clients to ask or something, what drives you crazy? What is it that really brings out your passion, and how can that point in the direction of what you are passionate about doing in a positive way?

Rachel: Do you want to just drift on this for a minute?

Jeffrey: Sure?

Rachel: Awesome. The first thing that you say for me is one of the things that just like when people become a victim of their circumstances, and so they are just kind of married to their misery because they don't think there is any other way that they can get out of it. They're stuck in jobs that they hate, or they're stressed about having to do things they don't want to do, when I can so clearly see all the ways that they cannot have to deal with those things.

Jeffrey: Do you know why that is true? Why does that drive you crazy? Have you been in that position?

Rachel: Yeah, I've definitely been in that position. I feel like a lot of my family is in that position. I don't know, just feeling like life is so short, and then seeing that people have these things that ... for example, my brother, love him, I go home all the time and I say, "How are you doing?" He goes, "Oh," just complaining. "Is there anything good that's going on?" "No." "John, can you think of one thing?" I didn't run over the person who cut me off before. Just like, oh, he's just so unhappy. I don't want to say it in like a judging way. I know that a lot of [inaudible 00:36:29] upset about lack of jobs and all that stuff, when I can just so clearly see that there are so many other opportunities out there.

Jeffrey: As I've said before, the story you're meant to tell is like a good story you know best. Your passion is going to come from somewhere not so far deep inside yourself. There's probably a way in which you clearly... to me, I can hear your passion in this. I can hear your conviction to not allow people to just whittle their life away, and how much that drives you crazy. For me, what drives me crazy... and I have physically experienced this, when anytime I'm watching someone be forced into a box that they don't want to go in; it's around judgment, discrimination, all those things. I have physically gotten ill when I see... whether it's a parent or a child, or if I see that kind of try to put somebody into a box that they don't want to be in. Actually, I had physical reactions to that, that's how passionate I can be around that.

I love the fact you refer to your podcast as a good life. Your experience in your online marketing is... again, we don't ever want to turn our back on that. That's what I said, that story is valuable too, because to me, there's a lesson of balance here. There's a way in which you seem to really desire to help people balance their life in a way that makes sense to them. My definition of balance is not "equal." My definition of balance is about having choice, and creating the balance that you want which does not have to be equal. To me, I hear a lot of commitment from you, and a lot of compassion around the balance between living a purposeful life but it seems to be you don't leave behind the practicality of making a living.

Rachel: Thank you. That's awesome. I'm actually taking notes. I wasn't expecting that.

Jeffrey: I wasn't expecting to coach anybody today, but awesome.

Rachel: Before I even ask, I didn't want it to be self-serving, but I think that it was actually... I thought that people could get a lot from it, because... yeah, just mentioning like looking at what drives you crazy, I think, is really helpful, and just reverse engineering. It was great to hear for you, what drives you crazy too.

Jeffrey: I love that term “reverse engineering” in regards to this topic. I've never thought about that. Thank you for that; that was a gift to me. It is, looking at what drives you crazy is reverse engineering to try to point to what your passion's about.

Rachel: Yeah, absolutely. That's pretty much how I do a lot of my goal books and most of my things. I like to reverse engineer everything. I think it's the easiest, like once you know where you want to be, and then just work backwards.

Jeffrey: Awesome, I love that.

Rachel: Totally. One of the things that I ask a lot of guests is just, what is something that you are currently working through right now to get to your next level of evolution? I know that nobody is perfect, and I think people would love to know just what the truth is for people.

Jeffrey: I love that. I love the way you framed that too, knowing the truth. I'm always on a program. I told my partner that if I speak of any self-improvement programs next year, to stop me. I feel like my soul needs a little bit of a break. I know I will step up and do something, but I'm just wrapping up a really intensive leadership development program that I've been in for a year. I'm always putting myself in some sort of learning experience that's going to stretch me, and I'd say, this year two things sort of stand out to me that I'm really working on.

The key one is around glass ceilings. That's how I've learned to term it because I think I've created a lot of glass ceilings in my life, and I didn't mean to. I'm very goal-oriented, and I've learned that... at this point of my life, I'm not speaking in terms of goals anymore. I'm speaking in terms of quests, and where I want to go, not being exactly clear how I can get there because it's big enough but it's just a quest.

That's a very different way for me to live because I've always been very goal-oriented and I've always met my goals. Sales goals, income goals, to-do lists, I meet my goals. Looking back now... I turned 50 this year. I look back and think, gosh, I'm so satisfied with my life, far more than I ever imagined for myself over. Although, like is said, if I was truly honest with myself, I knew from three years old I was going to be successful. It took me 40 years to admit it to myself. I'm thoroughly happy, while at the same time, I wonder, "Wow, what could I have been capable of if there were no ceilings?" I get asked often in interviews, "What's your biggest failure?" That sort of question, and you know what? I don't have one, and I'm so disappointed. I have little failures, I've tried this marketing thing and it didn't work, but I've never crashed and burned big failure. That tells me I didn't stretch far enough in my life.

That's the core concept of what I'm working on now, is living in the space beyond ceiling, beyond any limitation I can put on myself. My quest, I want to say, a meaningful quest. It's not an ego-driven quest, but I want to be on [TED.com](http://www.TED.com), because I have no freaking idea how that would happen. That just seems really big because I'm such an admirer of TED.com, but for me, the exciting part if the journey, and now I'm admitting it, I'm saying it out loud. I'm saying to people that I want to do that, because that's kind of a quest for me. I have no idea how it's going to happen. Living without ceilings, I could sit

down on an airplane next to somebody who has influence to make that happen. That's what I mean about just less than three glass ceilings and wiping the glass clean. To me, it's almost a process. I know the glass is a little fogged over, I wipe it clean, I can't help but check to make sure it's safe, and then I bus through.

Rachel: I love that. From now on, when I think of you, I'm just going to envision on the TED stage.

Jeffrey: Thank you. I'm trying to. I have no idea how that's going to happen. To me, that's a really big, big goal, but it's the journey of it all that just seems absolutely... because the journey of it is one of personal growth. To get there, I will have had to work through some pretty significant stuff like believing that I can. That's something to work through, to even make that happen.

Rachel: Absolutely, and I like how you phrased it, "Quest versus goal." I think that's something that I'm going to ponder for a while.

Jeffrey: Cool, excellent.

Rachel: Yeah, I'd love to know... a lot of people right now, they might be listening and inspired by you, but scared to make changes in their own lives. I wonder, what kind of advice would you give them?

Jeffrey: Of course it's always scary. What kind of advice? I do a lot of self-coaching, and I don't know if other people do if you're not a coach, but I have to say I've been self-coaching since I was a teenager. I read books on self-hypnosis to try to overcome my shyness. I think there is a way in which we can self-coach ourselves that can be really healthy. As you can see here, the core of my work is really kind of doing the personal work, and then applying it. I call it the "Why and Apply," get to understand the why and apply it, and be willing to live a little bit more on the edge than you can imagine, but nonetheless get into action. I think a lot of people get stuck from a lack of commitment. They sit on the fence too long and I think it's bigger than fear of commitment. I think it's not being sure what to commit to.

What I suggest is to commit to what's meaningful to you. I said earlier, being an entrepreneur is not easy by any stretch. It has to be more... a desire to make a lot of money isn't sustainable. In order to really make it through the weather of being an entrepreneur, I think you really have to be committed to something that you're deeply passionate about.

Rachel: I love that. Can you just go for maybe 30 seconds and just explain what you mean by self-coaching?

Jeffrey: I'll give you a very current example for me. I'm working on a new program that we're launching here in a few weeks. Honestly, it's kind of a culmination of my life. It's really deeply meaningful work to me. I've looked at my 30 years as an entrepreneur. I've brought forward what I find to be the seven core conflicts that we as creative entrepreneur face. As you know, my podcast is called Creative Warriors, and it's called that because I think it takes the spirit of a warrior to break through our own stuff. This is

by far the most deeply meaningful work I have done. It has literally been the culmination of what feels like a lifetime of work. It actually started out as a book I was writing, and I wound up shelving the book. I was really excited about being a first-time author but I wound up shelving the book to put my own needs aside because I didn't think in the end that a book was actually going to cause anybody to make any changes in their life, and as a coach I can help people to make changes in their life, so the book became a program.

By self-coaching, I mean that I have had to make study guides that I study, so I know my own stuff. I had a hard time sometimes getting my head around that because, of course I know my own stuff, of course I know my own path, I know my own journey, I know my own obstacles. However, sometimes we don't. We know them... I will literally create tools. I create a lot of spreadsheets for myself. I've created a study guide so I can study what I know of myself. That, to me, is self-coaching.

Rachel: Interesting, so somewhat like affirmations?

Jeffrey: Yeah, I mean it's a practical thing. I literally got out an Excel spreadsheet and created the key talking points that I need to really study. It's around the seven core conflicts that I know creative entrepreneurs have to overcome to be successful and fulfilled. I've designed this, I've developed this whole program, and yet I want, on a dime, for somebody to be able to ask me about any one of the conflicts and for me to know it.

You may have found this too if you interview authors. There's one particular author, I really appreciate his honesty. Like you, you're just so comfortable to chat with, that it's a great gift to your guests that you have made them look good. It's definitely my cornerstone as a host as well, but I definitely hold it being very important that my guest looks good. I'm not out to stomp anybody. When I'm going to refer to their book, I always let them know what I'm going to refer to. There's one particular author, I mentioned to him, "I'm going to refer to this in your book." He was so appreciative. He said, "I can't tell you how many people," just ask him, "What did you mean by that point you made on page 70," like he's supposed to remember what's on page 70.

I really appreciate his honesty, how grateful he was that I let him know what he's going to ask, and he says, "I might have to read up on that. I can't remember everything I've written in my book."

Rachel: That is really thoughtful, because you're absolutely right. I've had that too, people would ask me about things like, "What? That was years ago. I don't remember anymore."

Jeffrey: Exactly. Even if it's current, it's like, "You know how much is going on in this head?"

Rachel: Seriously. That is such a good point.

Jeffrey: Part of self-coaching is I literally develop study guides for myself so I can study what I need to know about myself.

Rachel: I like that, and even just if you need a study guide for just your best characteristics for when you forget about them or something, that would be helpful too.

Jeffrey: That's a beautiful idea.

Rachel: Awesome. This has been great. I have definitely learned a lot. I think other people are going to learn a lot, and I'd love if you could just let people know where they can go to learn more about you.

Jeffrey: Absolutely. I would say my blog is my hub. The blog is [Blog.JeffreyShaw.com](http://Blog.JeffreyShaw.com). That really is the hub of my activity. My website is still pretty much geared to my role as a photographer, but my blog is where I'm at my coaching best. My podcast resides there as well. That's where I do my own blogging. For the most insightful understanding of who I am, it would be [Blog.JeffreyShaw.com](http://Blog.JeffreyShaw.com)

Rachel: Great, and for those of you listening, this will in the show notes. If for some reason you don't see them, it's Jeffrey, J-E, not G-E-O, J-E-F-F-R-E-Y S-H-A-W, so [Blog.JeffreyShaw.com](http://Blog.JeffreyShaw.com). Awesome, thank you again so much.

Jeffrey: It's really been my pleasure. Thank you for having me.

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*Thank you in advance!*



I really appreciate you.

With love,

Rachel Rofé

