

A BETTER LIFE WITH RACHEL ROFÉ

A CONVERSATION WITH

**LIZ
DIALTO**

**IF YOU HAVE A
CHOICE, CHOOSE
A BETTER LIFE.**

Rachel: Hello, everyone. Today we're here with Liz DiAlto. Liz is a speaker, writer and the creator of [Wild Soul Movement](#), a 12-week online experience of self-discovery that combines movement, meditation and mantra. Her mission is to revolutionize the way women move and nourish their bodies and abolish current body image culture to create new standards for her peers, elders and all the young women and little girls who come after her.

She's known for her raw and honest approach to body love and self-acceptance. In 2013, *Shape* magazine listed her alongside Dr. Oz, Ellen, Jillian Michaels, Tim Ferris, and more, as a Top 30 Motivator. I reached out to Liz because I think she's amazing. Throughout the years I've just seen her evolve herself and her business in major ways. She's just always so real and transparent about where she is in life.

She never tries to be anyone that she's not. From my perspective, I just feel like she just pours her heart and her soul into everything she puts out in the world. I know you're going to love her. Liz, thanks for being here.

Liz: Thanks for the great intro.

Rachel: Awesome. The intention behind a better life is to show people that if they have a choice they can choose a better life. In that spirit, you can just take a minute to brag and just share with us some of the things that you have going on in your life right now that you're most proud of.

Liz: Number one would for sure be [Wild Soul Movement](#). I worked for years just throwing things up against the wall to see what would stick and nothing was feeling like my life's work. Around nine months ago, maybe a little more, like September of 2013, I went through a breakup. I decided I was going to burn down my whole business and start from scratch and I found the thing.

I'm proud of the creative process. I went all in. I spent so much money it was terrifying. I hired a creative director, a real, legit graphic designer, instead of what I used to do, which was outsourcing everything and trying to spend as little money as possible. I really decided for the first time ever to do whatever it takes. It really paid off.

Not only is the website beautiful but I'm so proud of the program. You're in it. I don't know if you're in the Facebook group at all. But every single day to see these women expanding, questioning, going into themselves, being supported, supporting each, it's just super beautiful. That has definitely been the thing I'm most proud of right now.

Rachel: I definitely don't blame you for being proud of it because I am in it. I'm in the Facebook group. I haven't been posting a ton but it's amazing to see

the evolution of these women in there and the questions that you ask. I love how you created the whole program. I remember when I was going through the first one. You were like, "All you need to do is get through this first one because I know you're going to be after that. You're going to love it." It's totally true.

I was going through it and I was sweating and normally I'm like, "Ugh," but I'll do it anyway. I'll force myself. With this, it felt expanded. It felt really nice. Like you touched on, you didn't just wake up with all these amazing accomplishments. It was definitely something that you worked for and I know you've just consistently evolved and re-evolved and just worked really hard.

When you think back to where it used to be with your business, do you have any particularly notable time that you can think of where you felt like things just weren't going the way you wanted or you felt trapped? How did you feel in that period and what was going on for you?

Liz: In 2011, I did Marie Forleo's Mastermind, which was an amazing experience for so many reasons, above and beyond what I learned about marketing and creating an online business, the relationships, the connections, so much great stuff. When the mastermind wrapped up I had just launched my first info products and I was strictly doing health and fitness then.

It was called Tighter in 10 Days. I've always been the type of person that doesn't want to just give people health and fitness. I want to encourage you to feel good on the inside as well. I considered Tighter in 10 Days kind of like a Trojan horse. I'm going to sell you what you want but I'm also going to bake in some self-love, some body love in their too. I did and so I felt good about that.

Over time, as I deepened my own practices and started studying more and exploring more of my own spirituality, the subtle body, energy work and things like that, I started to become really uncomfortable with what I was selling and teaching. For part of that I was still a personal trainer and so I was taking a lot of money from people to come in every week and workout when what they really needed to be doing was working in.

I was seeing in my own life and in my clients lives who we reach outside of ourselves all the time for the solutions when really what we need is internal, these shifts, these things that we need to let go of. We need to forgive. There was actually a period of a solid, I want to say almost two years, when the idea even of Tighter in 10 Days, even though from a marketing standpoint it's a great name for a product, even just using the

word "tighter," when in my own life I was all about expansion, just felt really conflicting to me.

I struggled a lot with allowing intention to just be good enough when I didn't feel like my message was fully aligned with that. Does that make sense?

Rachel: That totally makes sense. I've been there, too. I know for me it manifested when I was about to send e-mails or something. I'd get that whisper that was like, "This isn't right. This isn't [indiscernible 5:39]." Is that how it felt for you? How did it feel for you when you'd send e-mails and promote your course? What were the thoughts going through your head?

Liz: I can't pinpoint the thought but I'll tell you right now it didn't feel easy and it didn't flow and I didn't feel super passionate, like I do about Wild Soul Movement. I didn't feel like I can't not share this with the world.

Rachel: You obviously had to make some choices to get out of that whole "tighter" period and to get to where you are now. I'd love to hear about the mindset or the choices that you decided to make to get you to where you are now. What did you tell or believe about yourself to get to where you are now?

Liz: I had to open myself up. Who knows where I land on the scale of woo-woo compared to some of the guests you might have. For me, I really had to open myself up and start paying attention, seeking out and listening to divine guidance. I don't know what other people believe in but I certainly believe in a higher source and I realize that, to the extent that I can be connected to that source, everything that comes through me and my connection and my intuition is just going to be my guide.

Ultimately, I decided that I had to let my intuition be my business coach. For a while, coming out of Marie's Mastermind, and then I had so many friends who were just really successful. For lack of a better term, I'll just call them "Internet marketers." For a while, I was just trying to follow all the moles and follow these strategies and do what everyone else was doing.

I know I'm smart. I know I'm a good communicator. I know I'm passionate. I know I have all this potential. But those strategies kept not working for me. It wasn't even like fool me once, fool me twice. It was like fool me three to five times and I'm like, "Damn it! All right, I'm going to have to do this my own way."

I had to let go everything I'd learned. Part of what was challenging was I had invested so much money in some cases to learn all of these things and to be now like I'm just going to listen to something I already had all along, which is my own gut. That was the big shift that I had to make.

Rachel: That's so crucial. That's such a good point. What was the path from when you were doing the Tigher in 10 Days to where you are now? What were some of the things that were happening in your gut as you were opening and getting to where you are now?

Liz: One of the things that happened is I did two levels of Reiki training. I know you know what Reiki is but if anyone listening doesn't it's just a form of energy work. I decided I really wanted to start talking about it openly, not just letting it be something I do myself but just adding that as a compliment to what I was already teaching.

Just to test it out, in January of 2013 I asked a friend of mine, who's a Reiki master (we're complimentary) if she wanted to put together a program with me. We called it The Complete Body Program and the whole idea was everything but fitness and nutrition. We talked about the subtle body. We taught about the chakras. We gave exercises for forgiveness and letting go and reprogramming and identifying limiting beliefs and establishing new ones.

We ran it twice last year so that kind of bridged the gap for me. When I got to actually test out my chops as a teacher of that material, and of course, you know, as soon as you decide to teach something things in your life are going to happen to call you to deepen your own practices. It's like the universe says, "Oh, you think you're going to teach this? You better be on your A game, girl," and throws some shit at you that you're going to have to deal with.

That helped me test the waters. I also learned a really valuable lesson that part of why I wanted to partner with someone on that is because I was lonely. I'm a huge extrovert and I'm spending all my time behind a computer. I had quit personal training, I wasn't doing live workshops or anything and I love being with and in front of people, connecting with other humans.

Doing everything digitally was literally draining me but it took me a while to realize that that's what was draining me. The way we structured that was like live webinar bootcamps. We had a Facebook group. A lot more interaction with people was baked into that, which was helpful for me in terms of navigating how I wanted to do things and what felt good to me and also taking that dive into teaching, that kind of material and seeing the results and the impact we were able to have.

That kind of bridged the gap for me and helped me to realize those two things. Number one, I don't want to work with a partner and, number two, this is the path I want to go on. That really helped.

Rachel: Because this podcast is all about people when they come against things that aren't necessarily the easiest but then knowing that they have a choice to be able to overcome them, you said that sometimes things were coming up for you to prove that you really wanted it and what you wanted to teach. Would you be open to going over one of the things that happened and how you were able to get through it?

Liz: I found myself in this position where, again, I was smack dab in the middle of not knowing what the hell I wanted to do in my business. Luckily, I did really well promoting [B-School](#) as an affiliate for Marie Forleo. I made a big chunk of cash that allowed me to not really have to work last summer. I know that that is not something that a lot of people listening to this might find themselves in a position to be able to not really work that much over the course of a couple months to figure things out.

I acknowledge that but that was my blessing at the time so that's what I did. While that was all happening, I was really just discovering I had moved across the country to be with a guy I was dating. It ended up just not being what I thought it was going to be. It was interesting because you think you're in a relationship that you're not lonely.

I was more lonely during parts of that relationship than I'd ever been at any point when I was on my own. That was really interesting to discover and navigate. We were just such great friends. We had a great friendship before we started dating. We had so much fun together and it naturally evolved into a romantic relationship.

As it devolved from there and we were able to break up in the most loving and beautiful way, and it's months later now and we're actually both with new people and able to catch up and maintain our friendship. That whole experience was tough because I was in this town in Southern California where I didn't know anyone but him and his family and I felt super isolated.

Being someone who's always lived on the East Coast, I lived in New York City, I had so many friends there and my people and I could go out and do things and that was my hood, to be in this place all by myself not having any of my own outlets and activities was tough. What was great is I couldn't run.

You know that saying, "You take yourself with you wherever you go?" I was really forced to just be with myself. As painful and hard and arduous as it was at times, it's definitely one of the most amazing things. I wouldn't change it. Even the times when I was literally like in the fetal position on the floor of my apartment crying, I would keep that too.

One of the things that I allowed myself to do during that whole process and experience where everything was crumbling personally and professionally for me, it was the first time I ever gave myself permission to just feel all my feelings, not have to be tough, not have to pretend it wasn't happening. Just own it.

My friend Kate Northrup said, "You have to feel it to heal it," and I felt all that shit. I became a much better processor of my feelings and emotions. I think clearing all of that out really helped me to get to the place where I could be connected the way I needed to be to move into the next phase when I came out of that period.

Rachel: That makes so much sense, especially with what you're offering now with the Wild Soul Movement. There is so much release there. You can tell. You are such a good role model for feeling and not [indiscernible 13:59] and stuff. That's amazing.

Liz: Thank you.

Rachel: I can hear how hard it would be for someone as extroverted as you being in a place all by yourself and having to start from scratch and not knowing what you're going to do business wise and having everything around you falling apart.

Liz: I've been working since I was 14 years old and at a certain point you're like, "How hard do I have to work to figure out what the hell I'm supposed to be doing in this world?"

Rachel: I totally get it. You say you definitely listening to your guidance is something that's really helpful for you. Do you meditate every day or how does that work for you? How do you tap in?

Liz: This is a great question. My communication comes to me through my body, not surprisingly, so I do. I meditate at some point every single day but my meditation probably doesn't look like what a lot of people think of when they assume meditation. It's very rare that I'm sitting in silence just meditating.

I might do that for like five minutes but I'm more likely to turn on maybe some music. I really meditate through my senses, so feeling, seeing, touching. I love being in nature. To be honest, sometimes all I might do in a day is walk outside and put my feet in the grass and that was my meditation for the day because I felt like I tapped in. To me, that's source energy too.

Sometimes it comes in the form of movement. I pray a lot. I really enjoy prayer. I really enjoy working with archangels and at different points in time different whatever you want to call them—deities, ascended masters. Some people might be tuning out as I'm talking about these things and that's cool if it's not for you but that's what really works for me and that's what helps me feel connected.

What I realized during those moments when I was alone last year is that really I'm never alone. I might be surrounded by all these forces that I can't actually see, technically hear or touch but they're there. I get to go on the hunt for all the magic and the little signs that they're dropping around for me all the time and just trust that however I choose to interpret it is what I need in that moment.

Rachel: I agree. One of the things that I live by is that everything happens for your highest good.

Liz: Yes.

Rachel: Even if it's not true, which I strongly it's true, but along the lines of what you're saying, even if it's not true it's certainly not a bad thought to have. It's only going to empower you.

Liz: Exactly.

Rachel: I just wanted to say that for the people who might be tuning out. You can totally take this to a level that you feel comfortable with. Just having any kind of empowering frame to view the world is only going to support you.

Liz: What's cool about that too, as a human, it just allows you to fully accept other people's beliefs as well and be like, "Cool! If that's what you dig and it makes you feel good and you feel like you have purpose and passion when you tap into that, please do. I do not need to agree with it."

Rachel: Totally. Are there other action steps or anything you do to just constantly be making your life as full of ease as possible?

Liz: Yes. I invite in ease. I set that attention and I live, live, live by my core desired feelings. Are you familiar with Danielle LaPorte. You are! You commented on my post in there, right?

Rachel: I am but I'd love to hear your interpretation for people listening.

Liz: This is amazing. [Danielle LaPorte's Desire Map](http://www.DanielleLaPorte.com) is this framework where she helps you identify your core desired feelings. Again, it might not be for everyone but, for me, I do great that way. What she says is when you

commit to feeling the way you want to feel you become less attached to the form that [indiscernible 17:42] things show up in.

For us, as humans, so much of our suffering comes from our attachment to people, places, things and outcomes. In the fall when I started working on Wild Soul Movement and creating it, my core desired feelings were connected, free, wildly feminine and ease. You can see it. It's all over Wild Soul Movement.

That's what it's all about. I've since evolved a little into connected, turned on, wildly feminine and generous. The reason why is because free and ease just became so natural all the time part of my life that I didn't feel the need to be in pursuit of them all the time, if that makes sense.

Rachel: Absolutely.

Liz: What I love about that is some people might be familiar with the law of attraction and technically the [Desire Map](#) is law of attraction just the framework of it is something that people can connect to in a way more practical way than sometimes like The Secret or maybe things like Abraham Hicks or people who are like, "I'm not into that shit."

It's cool too because every single day instead of being like, "Oh, man, I didn't accomplish anything today," you can check in with your core desired feelings and be like, "Do I feel connected, turned on, wildly feminine and generous?" It doesn't always have to be all of them. Maybe sometimes it's just one or two but you're like, "Yes, I do feel really connected today." Fantastic!

Then there was a win and you can celebrate something as opposed to just living your life by this checklist that you may or may not have crossed off enough things by your own standards on every day.

Rachel: I love core desired feelings. I kind of started discovering it even before she talked about it and I had some profound experiences with it. Like you're saying, if you know how you want to feel, even if you don't necessarily meet the checklist things, at the end of your life, if you're on your deathbed and you're looking back and you see that you felt the way that you wanted to feel, it's going to be way more important than the checklist. Using those feelings as a barometer of how your day was is just such a great way to look at life. I think it makes living life so much easier.

Liz: Totally. The things you attract when you are constantly pursuing the feelings that you want to feel are totally in alignment with what you want. Again, nothing wrong with my ex, he's amazing, just we were not a good

fit. It actually brings me so much joy to see him so happy with this new woman.

He was great. I just couldn't be the person who would make him happy. My new partner is also just like so amazing for me, such a good fit. It's so cool because it's kind of like the belief thing. It also gives you permission to be like, "Some people, places, things are just not my vibe." That doesn't mean there's anything wrong with them.

I'm not judging them or that thing. It just was not for me and that's totally cool. It makes it really easy to be like, "Oh, great! I don't need that." I can also drop shoulds and expectations because if things aren't lined up with my core desired feelings then they're just not for me.

Rachel: I absolutely love that. If anyone's in a relationship or anything where they're just not sure or if they don't have clarity if it's the right thing for them to be or not, it's just such a good checkpoint to be able to match up again. Like you're saying, "Am I feeling the way I want to be feeling? Yes or no?" That's an easy decision.

Liz: Yes. It's cool too because I picked a word for 2014. This is the first time I've ever done that where people are like, "Pick your theme word for the year," that I've ever picked it and stuck with it. I couldn't even tell you what my word for 2013 was.

My word for 2014 is discernment. I posted something the other day about how I think "Finish what you start" is one of the worst pieces of advice out there because you end up with a lot of people forcing themselves to complete stuff that isn't aligned with who they are or what they want to be doing because they feel like it's out of integrity to quit or break a commitment.

What's cool about your core desired feelings is, again, when that's your barometer, you can quit with compassion and love for yourself and other people involved when things aren't serving you and then not drain yourself.

Also, in terms of discernment, you can decide ahead of time what to commit to and what not to because you're like, "Oh, now I have this system to check in with, these four feelings." Sometimes I still don't. I'll say yes to something and not really check in and those are using the things I end up canceling.

Rachel: I love it. The other thing that I love about it is when you have the feelings, like you're saying, and you have that checkpoint, it really helps you not

have to live to other people's standards. It's like you really get to come home...

Liz: Absolutely.

Rachel: It's amazing. That's fabulous. That's one of the things that I love about you. You have these [indiscernible 22:39] things like, "I don't like this advice. It sucks and here's why."

Liz: Yes, and some people do and that's cool. I think I might have already said this but the biggest thing I let go of was needing anyone to agree with me or feeling like I need to agree with anyone else.

Rachel: Love it. In the personal development world there are all kinds of advice and people will paint these pretty pictures about it. I'd love to hear what's the thing that you think most people don't share about improving yourself? Either it's not sexy or it just doesn't paint that rainbows and butterfly kind of picture. What's something real that you've discovered about personal development that isn't as nice as people think?

Liz: This is funny because I just posted this somewhere this morning. It might have been on [Instagram](#). Shit has to get really messy often before it gets really good. Lots of times when people are sharing, they're sharing when it has become good. I agree with that in the sense of personally I know some people like to share things in real time as they're going through it.

I don't because I think we all need perspective. I like to wait until I've gotten on the other side of something enough before I'm actually going to reflect back, talk, share on it or use it as a teaching point. That's just my preference. However, I love to share the journey and where I was, kind of like a lot of this conversation.

I think it's really important. You've seen these quotes everywhere like, "Don't compare your current to someone else's highlight reel," but we do this. I think there is some science to that's how the human brain works. We like to compare things. We're very relational in our minds. This relates to that. I even remember someone in the past saying to me, "You should be the Marie Forleo of fitness."

I was like, "First of all, I'll just be the Liz DiAlto of whatever I decide to do." Second of all, I would sometimes compare myself to Marie Forleo because our personalities are very similar and that's why I was drawn to her as my coach. Marie has been busting her ass for over a decade so it was completely unreasonable for me at year two in my business to be comparing myself to her in year eight, nine or 10.

I don't think people put enough emphasis on like the journey can be really messy but also the concept of ebb and flow. I wrote a blog post several months ago about when we put people on pedestals it keeps us below them. In order for our favorite writers, speakers, the gurus we learn from, for them to be the guru it means we still have to be the student.

That was part of my process too, even Mari Forleo, Danielle LaPorte, taking these people off the pedestals and actually owning that I could be a peer and I need to behave as such and write as such and share and create as such. Even those people, even if they don't always talk about it all the time.

Interestingly enough Danielle LaPorte, right before I hopped on this, had just posted this blog post about going through the fire. It's ebb and flow. Even the most successful, most amazing, the happiest people you meet, they go through the shit storm too. They just might not always talk about it. It's ebb and flow for a reason. No one is in constant flow. That's just now how it works.

Rachel: I think that is such good advice. As you were talking, I was just nodding and nodding and nodding. Preach it. Awesome.

Liz: Yes, thank you.

Rachel: In that flow, I just want to be real with our listeners. We never stop evolving. What's something currently that you're working through in your life right now and how are you getting through it?

Liz: This is a great question. I have a really challenging relationship with someone in my family who I'm really close with. We completely don't see eye to eye. One of the challenges, when you choose, again for lack of a better term I'm just going to call it to live a conscious, awake lifestyle and go inward and examine yourself and grow personally, no matter what that looks like for you, some of the closest people in your life are just not going to evolve with you, which is going to make communication with them tough.

This is going to be your biggest call, and it's been my biggest call, to stay in the place of love and compassion, for accepting and loving people exactly as they are for who they are. I mentioned earlier coming to a place where I don't need people to agree with me and I don't need to agree with them to have a great relationship or to love them.

But there are some people where it's like, although I don't need you to agree with me and we don't, I also just can't spend that much time with you. Those are such hard choices to make. They come laden with guilt

because so many of us are raised with this idea of obligation and duty and to shed those things is a big challenge.

Rachel: I like how you're saying that you're not making them wrong about it. You're just using your word—discernment.

Liz: Yes.

Rachel: That's wonderful. For people who are listening now who might be inspired by you, maybe they're in a relationship, they're getting over a breakup or they want to get more into their core purpose or anything that you've said. You've said so many things that can inspire people. Maybe they're listening and they're still kind of feeling scared to make changes in their own life, maybe they don't want to upset the apple cart or it's just scary, what kind of advice would you give to somebody who is peering at wanting to make changes but just a little scared to do so?

Liz: This is a perfect question because we're just getting into week three of Wild Soul Movement and the last two weeks have been all about letting go. It's funny because people are so scared to let go because we only know who we are with our stories and with our past bullshit that we all deal with.

If you're just beginning and you're standing in a place of being like, "God, where do I even begin," number one, it doesn't matter. Whatever you choose is going to be the perfect place for you to start. Number two, think in terms of small, incremental change over time. Everyone wants to transform over night and it just does not happen that way.

In some cases, it takes way longer than you could ever imagine. Just prepare yourself to be really nice to yourself throughout the process, no matter how it looks, and don't have any expectation that your process is going to look like anyone else's because it really is quite different for everyone.

Rachel: Perfect. What would you say now to someone who's feeling trapped by their circumstances right now?

Liz: That's a really good question. It's tough to say this. Even though you don't know me, I wrap it in a big hug. You created that yourself. Somehow you wanted that. If you can find the gifts in that situation, that's how it can serve you. That's how you can find a way to appreciate even being trapped, even feeling like absolute crap, like there's nothing you can do.

There's always something you can do. There's something there. You're there right now because there's something you need to learn to get yourself the hell out of there.

Rachel: Absolutely. We're both saying that we both kind of live by that "everything happens for your highest good," and that sounds like it's kind of correlating to exactly what you're saying. There's something there for you. I love it.

Liz: One way I frame that sometimes is this: We can look at whatever's going on in our life like a victim and be like, "Oh, why is this happening to me," or we can get curious and be like a little kid with childlike wonder instead like, "Oh, why is this happening to me?" I do that all the time, especially when shitty stuff happens.

I could either get pissed off, upset, resentful, which sometimes I do and then I let that pass through me and then I'm able to be curious and be like, "All right. Cool." I become a detective in my own life circumstances of like, "Damn! How did I call this in? Why is this happening? How do I move out of here?"

Rachel: As an extrovert, I'm curious, do you talk to other people a lot about what's going on for you or do you still just do a lot of follow your guidance and clear it out internally?

Liz: What's cool about the introvert/extrovert conversation is I'm a huge fan of the [Myers Briggs system](#) and so even though my first function in Myers Briggs speak is extroverted feeler, my second function is introverted intuition. Even though I might be loud, outgoing, you can drop in a room of strangers and I can have friends by the time I leave, I go inward a lot. I need a lot of time to myself.

It's funny because my guy travels a lot. He's a nomad. He doesn't have a home base. So a lot of the time we spend together will end up being in these environments where we're like staying with a friend in New York City for a week. After a week of that, I need to go hibernate for a couple of days and just tap back in and be with myself. I need a lot of solo time actually.

Rachel: I know you're an ENFJ and knowing from what I've learned about Myers Briggs I know they say you're two core functions. If you can really get those down, that's when you're in flow. It sounds like you've really mastered flow for yourself.

Liz: Right. Yes, those first two functions are your superpowers. No matter who you are or what yours are, and I learned that two years ago and I was like,

"Cool! How do I really develop this extroverted feeling, introverted intuition," and it's served me enormously.

Rachel: Perfect. I'm actually the flipside of you—INFJ—so I have the perspectives and harmony.

Liz: Yes!

Rachel: This has been so great. I think that anyone listening would really get something out of this, get a little nugget for them. I appreciate how willing you were to be honest about where you were and share things that maybe we didn't talk about that we were going to talk about in this interview—the breakup, et cetera. Thank you so much. I'd love if you could just let people know where they can go to learn more about you.

Liz: It's WildSoulMovement.com. I'm a little biased but I'm pretty sure it's the most beautiful website on the Internet right now.

Rachel: It is really beautiful. Thank you again.

Liz: Thank you.

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