

Chris Frolic (00:00):

So welcome everybody. My name is Chris Frolic. What I want you to know about me is, I'm a lifelong entrepreneur. Most recently I created a piece of software called StealthSeminar. It has been used by over 30 million people and has generated over a billion dollars for its users, and I created that by hand myself.

Chris Frolic (00:24):

I've since stepped away from the company. There's a whole team now that does it. My original code actually just got retired this past Saturday, so March 17th 2010 was when my original code launched and then retired November 13th 2020. A 10-year run for technology is incredible, and more incredible because I didn't know what I was doing, I just created it. As I disclose to people now, I'm a high school dropout. I've never taken a class, a course. Well that's not true, but I'm a lifelong learner, just not in the most traditional of ways.

Chris Frolic (01:01):

In the 1990s, I was one of the biggest DJs in the world. I was one of the chief architects of the original rave movement. Again, I created something from nothing and it's so weird to me that the word rave is still being used today, all these decades later following what we did then. In the '90s, if I was copying what came 20 years earlier, it would be disco. So we had nothing to copy or follow, we created something new and different, and I have many more stories like that.

Chris Frolic (01:37):

What I don't want you to know about me is how nervous I get. I was already speaking about it, so despite all the experience I have, being on the stage, doing all these things, the gremlins are still there. No one's going to show up, nobody cares, and it's even more nerve-racking when I'm leaning in to bearing like this very raw version of myself and just sharing it with everybody.

Chris Frolic (02:03):

I know the opposite is true. The more I do that, the more I attract people, but we just learn over our lifetimes to hide and build your armor and protect yourself. I am learning to be or to exist in a new way these days, and I've been enjoying sharing my progress with people.

Chris Frolic (02:25):

This is a new form of creation for me. I used to develop things in solitude, in secret. I'd work on it until what's called the gold master is finished, and then I would share that with the world. Once the gold master was done, it was beyond criticism because there's nothing to change on it and that was just the way I operated. Now I'm creating stuff in front of everybody and today is an example of that, and I'm actually kind of enjoying it and it is fun. That's it.

Chris Frolic (02:58):

There is a chat open. I'm going to invite everyone to share your comments. I like to focus on the camera when I'm speaking, but I will review the chats afterwards. Then I've been playing around with video of including your chats on top of the video for the recording later, so anything you have to share will be shared with future audiences.

Chris Frolic (03:23):

Why I'm I here? Why I'm I doing this? I care a lot about people, about the world. I've been trying to find my place in the world at how I'm going to help. When I took my original coach training, there was

something that became obvious to me when I was in the room as I look around. That was, it seemed like I was the only entrepreneur with true entrepreneurial experience in the room. I won't say that's 100% true, but everyone was coming in from all kinds of different backgrounds. I knew as an entrepreneur, as someone who's created things in the past, has successes and failures that, I knew the challenges that laid ahead for all the coaches that were around me.

Chris Frolic (04:32):

I've been asking myself, how can I help? This, today is part of that thinking. I also feel very, very, very strongly that humanity will be served greatly by coaches and coaching. As the skills propagate, as we, people, learn how to connect and communicate better amongst ourselves, this is going to have a profound impact.

Chris Frolic (05:01):

Big picture wise I want to be part of that and I want to help in any way I can, and this is also why I'm here today. There's going to be a paradox of what I'm talking about today. I'm going to say some contrary things today, some polarizing things. I'm not looking for agreement. I'm sharing my voice with the world. I have value, and because I have different things to say, that's exactly what makes me valuable and I want to model this for everybody here.

Chris Frolic (05:37):

There's a metaphor I like, sometimes I talk about it. In the 1980s, with the original early computer technology, there was a phrase for coders who could work at the most basic machine code, assembly code levels. Most coding is done in a very accessible, something easy for humans to create in.

Chris Frolic (06:03):

Coders who can work at that more closer to the machine level code came up with a phrase called close-to-the-metal. They're working close-to-the-metal and that's a phrase I've adopted for myself. I like to work close-to-the-metal and what that means for me is, I tap into this deep knowledge of myself and this deep version of myself and I share it with others. So today I'm attempting to work close-to-the-metal in front of everybody.

Chris Frolic (06:36):

One of the things that drives me is the fact that I am my ultimate client. One of the ways I help people in general, is I like to work with serial entrepreneurs who have a track record of successful companies, multimillion dollar companies. I like to answer or help them answer their what's next question.

Chris Frolic (06:59):

What's next has been like a monkey on my back for many, many, many years. It wakes me up at night. I'm trying to always figure out what's next for me. Then I started putting that out there and people have been attracted to me to talk about that. Then I realized the pursuit of what's next is becoming my what's next, and that's partly why I'm here today.

Chris Frolic (07:25):

You're watching me work these steps, like today's Zoom has been an idea of mine for a long time. But I finally made a decision to take action and I created something, I announced it. It's been fueling a lot of creativity in me, emails that you've been receiving from me, thoughts I've been sharing about myself and then here we are today.

Chris Frolic (07:51):

Today's Zoom actually started weeks ago. Some of you who are already on my list you've been hearing me share my progress and my thoughts. Every one of those blog posts and emails I start with a question to myself, what do I need to hear most right now? I've been writing to myself and then sharing it with you. It's been creating a cascade effect and there's a phrase, I didn't come up with this, but it says, "We teach what we most need to learn." Again, this is why I've been doing what I'm doing today.

Chris Frolic (08:34):

I've been turning my weaknesses into strengths, so for a long time I walked around with a secret shame of all the things that are my strengths, so I've just been flipping that 180. Then I asked myself just this past week, what are my weaknesses coming into this? Of course, they are secret strengths if I just choose to see them that way.

Chris Frolic (09:02):

I'm looking at the turnout we have today and I think most of you here know this started with an invitation to 75 people. Most people would think they couldn't even begin to host something like this with such a small list. But as I asked myself, what if I turn my weakness into a strength, and the simple way to do that is an invitation only event.

Chris Frolic (09:28):

I'm inviting you and I know the value I bring and this is just for you. If you'd like to invite someone else, you may. Some asked me, they said, "Well there are these coaching groups on Facebook, why don't you post on there?" I'm like, "This invitation does not belong there and I don't want it there." But if you know somebody who should be here, please tell them to watch me do that.

Chris Frolic (09:53):

I'm also here today because there's a phrase that I just love which is, do today what you did yesterday. Get today what you got yesterday. I check in with that quite a bit, and for the past sometime I've been enjoying hanging out in different communities, showing up powerfully, playing in other people's sandboxes. I realized it's time for me to change things up and start creating my own community. I'm going to do it with the tools that I have and even watch me do it. That's my introduction.

Chris Frolic (10:38):

The title of today's talk is, I'm not a coach because I'm not a coach, yet I love coaching. I love being around coaches and I love coaching as a tool and a skill, but I hate labels and I hate labeling myself. It's just how I operate and I figured, why not share my thinking, my processes with an audience? I'm going to share a little story.

Chris Frolic (11:10):

I was talking to my accountant this past year, we're catching up. I haven't spoken to him in several months or a year or something like that. He was asking me what I've been up to and I was like, "Well, I've just been working on my self-development. I'm in therapy, deep coaching. I've been involved in coaching communities." He says, "Like a life coach?" I recoiled in horror at him saying that. I really thought a lot about it afterwards, like why did I have that reaction?

Chris Frolic (11:52):

I realized, when I say the word coach, it's relying on the person I'm speaking with to interpret it the same way. To have an understanding of what a coach is. Of course, he's not going to think of it the same

way I think of it, because there's no way he can think of it the same way as I think of it until he's been through the process with me.

Chris Frolic (12:13):

I do use the word coach when I speak with coaches, because there's a better understanding. But to the layperson out there, they have no idea and especially when you start talking about the deep work, the transformation work, no one has any idea what that's about.

Chris Frolic (12:29):

I just didn't want to use this phrase that's common out there and I don't. If you look at my website, chrisfrolic.com, you won't see the word coach there. You'll see me talk about the things I work through and the challenges that I have and the people that I like to help, but I don't say I'll coach them.

Chris Frolic (12:53):

I prefer to say, "I'm in the Chris Frolic business." There's only one of me in the entire universe and when you have no competition, you can't be compared. When I tell someone, "I'm in the Chris Frolic business," I mean of course they're going to want to know more about what that means, I'll be happy to tell them.

Chris Frolic (13:27):

I'm improvising this talk. I have some notes that I'm looking at, but you're watching me just go, so I might need a moment every once in a while to gather my thoughts.

Chris Frolic (13:42):

All right, I want to say something now that's going to be more controversial. Nobody gives a shit about certifications. I see so many coaches caught up in this pursuit of the certifications. Nobody besides you and the people selling them and the communities that are involved in that funnel care. The only thing people care about is, can you help them? Or specifically, can you help me? That's all someone wants to know when you're talking to them.

Chris Frolic (14:20):

I'm a high school drop out. I had a lot of shame about that for a long time, but now I realize that's one of my strengths. I see a lot of coaches caught up in the pursuit of the certifications when really they need to be getting focused on how specifically they can help somebody and how they can communicate that clearly.

Chris Frolic (14:44):

In my case, I mentioned earlier, I like to say nowadays I like to help success serial entrepreneurs of multimillion dollar businesses answer their what's next question. That's how I say it. Identify who I'm speaking to and the problem and I can help them with that.

Chris Frolic (15:06):

Now what's interesting is when those types of people come to me, they don't come to me wanting to talk at transformation or other things. They want to come talk to me about business plans and their companies, and see what kind of creativity I can offer them on that.

Chris Frolic (15:26):

Only when the conversation starts with me do they get invited into my world, and what's truly possible through coaching and through this shift in thinking and creating an experience. Instead of seeing yourself as a coach, think of yourself more as an entrepreneur. Because whether or not you think of yourself as one, you actually are one now. An entrepreneur solves problems and I'm going to say this as clearly as I can.

Chris Frolic (16:08):

You are now an entrepreneur. An entrepreneur solves problems, so what is the problem you are trying to solve? That's what people care about, not initials after your name. I like to speak to the surface problems, so this idea of what's next, but trust that I will be working on a far deeper level once they connect.

Chris Frolic (16:56):

When you're creating your own path as I am, you need to give yourself time. I really hate the marketing that exists out there of the overnight success stories and five ways to five figure income per month or whatever the different things. The ironic thing is, my product, StealthSeminar, is an automated webinar tool used by marketers. Actually I facilitated a lot of that, and it's pretty funny when I look at the events running on my system and they're all the same. They all sound the same.

Chris Frolic (17:38):

There's a picture on my wall behind me of a canoe, and I use it as a metaphor and a check in for myself. It's a canoe traveling down a river, and there's a bend just up ahead in the river. I can't see what's around the corner, but the trip itself is beautiful. Blue sky, water, the trees, and it's a reminder of myself to enjoy this canoe ride that I'm on. Just trust that I'm going the right way and just follow the current. Every time I get impatient and want a result immediately, I check in with my canoe ride and that reminds me that it's okay.

Chris Frolic (18:42):

I realized I've been speaking for a while and I've thrown a lot of stuff out. I'm going to do a check in and would anyone like to just come in and share your thought or anything about anything I've said so far? You can just raise your hand and I can call on you. I'll check a look here, Curtis. Curtis, go ahead and unmute yourself, yeah. Curtis, and then Chris so I can go to you next, yeah. Curtis welcome.

Curtis Friesen (19:19):

Yeah, just your opening statement about why really hit me. I'm really disconnected right now from why I'm doing what I'm doing. I'm caught up in a new show that we need for the show website and get that out to people who said they were interested in partnering with us. Yeah, I've allowed the details of life to really pull me away from that core prudence and what my [inaudible 00:19:52] is.

Curtis Friesen (19:56):

I couldn't figure out all week last week why it hurts so much, and that's what it is. I lost my why.

Chris Frolic (20:09):

Tutti put in the chat, I see it all right, "The sirens feel like a metaphor for where Curtis is right now." Thank you Curtis. Chris, you had your hand up.

Chris (20:26):

The question I had Chris and thank you very much for your insights there. You said, "Think of yourself as an entrepreneur, as a problem solver."

Chris Frolic (20:40):
Yes.

Chris (20:41):
That's what people want, is a problem solver and I started thinking of my clients that I have and I thought, "Well that's exactly it." But in order to have credibility, I need some sort of introduction. I need some sort of platform why I'm their problem solver.

Chris (21:05):
I mean you have all the entrepreneurial background and the credibility that way. But I feel with myself that the credentials are important because I don't have your background. I need some sort of platform to offer my clients as to why I can be their problem solver.

Chris Frolic (21:27):
Chris, do you mind exploring this a little bit with me?

Chris (21:31):
Sure.

Chris Frolic (21:31):
Okay.

Chris (21:33):
Does this mean you're coaching me?

Chris Frolic (21:35):
A little bit.

Chris (21:38):
Okay, it's okay.

Chris Frolic (21:39):
I'm curious now, tell me a little bit about what you have done in your life. You've been on this planet for a while.

Chris (21:50):
Well, I'm a retired speech pathologist and rehabilitation manager. I've got...

Chris Frolic (22:03):
How many years did you do that?

Chris (22:04):
You don't want to know. It was a long time, 40 years and I was I going to say... I started as a baby. I was going to say, so I have, we have, my husband and I have a transgender adult. I started getting really

involved with the LGBT community, so my coaching has been focused on that area and others sort of. It's kind of branched off into other areas, but I find...

Chris Frolic (22:43):

So Chris, sorry, I'm going to interrupt you just because for time and stuff like that, but I just caught something early significant there. You have firsthand lived experience with LGBT through your family?

Chris (22:59):

Yeah.

Chris Frolic (22:59):

Then you said you're coaching is based around that?

Chris (23:05):

Yes.

Chris Frolic (23:08):

That's power. Like right there I just heard it.

Chris (23:12):

Yeah, but I get in the door with saying I am a coach, you see what I'm saying?

Chris Frolic (23:24):

Well, who are you coaching?

Chris (23:31):

Organizations of the LGBT community and individuals.

Chris Frolic (23:38):

What is it that you're helping them with?

Chris (23:42):

With acceptance, transitions, promotion.

Chris Frolic (23:54):

I'm just going to make some notes.

Chris (23:55):

Acceptance, transition, value, confidence.

Chris Frolic (24:17):

Tell me about one of your past clients success that you had with them.

Chris (24:26):

One of them did you say?

Chris Frolic (24:28):

Yeah.

Chris (24:29):

Yeah. One transgender person not quite sure if the situation, the job situation she was in, a lack of promotion was because of her LGBT or because some gremlin she had.

Chris Frolic (24:53):

What was it?

Chris (24:54):

It was gremlins.

Chris Frolic (24:57):

What was the gremlin?

Chris (25:02):

Just general lack of self-confidence and it occurred to her that, that was a general position that she was in before transitioning and after transitioning. It was just generally her.

Chris Frolic (25:22):

Yeah. How did you help her?

Chris (25:34):

Well I'm with the Ericson School so we did the values. We did projecting the future. We did a balance wheel. We did the pros and cons of staying with the job. We did the Cartesian model. All of them, Chris gave her little insights into herself and little shifts, and uh-huh moments.

Chris (26:13):

That's the thing, Chris about coaching, like people don't have the opportunity to talk about themselves and somebody leading and somebody caring. Nobody gets that opportunity unless they have a therapist or a coach. But a coach is so much better because it's forward, positive thinking.

Chris Frolic (26:43):

I'm going to try something here, so I'm going to speak as you. "My name is Chris. For 40 years," actually I can't remember, did you say how many years it was, speech pathology. Sorry?

Chris (27:16):

Yes.

Chris Frolic (27:18):

It was 40?

Chris (27:21):

Yes.

Chris Frolic (27:21):

Okay.

Chris (27:22):

Hard to believe.

Chris Frolic (27:23):

Okay. "My name is Chris. For 40 years I had a career working to help people as a speech pathologist. I'm a parent, proud parent of a trans person. I like to help people these days work through their acceptance, through transitions, learning their values, building their confidence. Mostly I want to give people in this world an opportunity to talk about themselves. If that's of interest to you, I'd love to speak further."

Chris (28:31):

Point made. That was awesome, Chris. Thank you. Could I have a transcript of that?

Chris Frolic (28:47):

Yes, and this is recorded.

Chris (28:49):

Oh good.

Chris Frolic (28:51):

Yeah. The problem you're speaking to is something I've wrestled with, and I've gotten really good now of speaking this way. This is how I hope to help other people, so Chris thank you for working with me today on that and being a little guinea pig.

Chris (29:14):

Cool. That was awesome.

Chris Frolic (29:16):

Yeah. That was fun. One of the points I wrote down here is, failure is always an option, there's no perfect plan. So today I took on a whole risk of failure. Worried people might show up or that this might go well.

Chris Frolic (29:55):

Chris, in that moment I did something spontaneous with you. I didn't know what was going to happen. Took a chance and if it didn't work as well as it did, I would have grown from it, would have learned.

Chris Frolic (30:18):

For a long time I spent a lot of time trying to get things perfect before feeling confident to roll them out. Now I just put them out and that's it. I disclose that I'm working through this and people seem really cool with that. They really appreciate my honesty about it and I'm much more comfortable doing that than faking it till I make it.

Chris Frolic (30:48):

All right, I'm going to look for another volunteer that would like to come in and speak to anything I've been talking about and share anything. Katie, hello.

Katie Webster (31:07):

Hi Chris. We've never met, but I've been introduced to you through Tom and Curtis, who I share an office with.

Chris Frolic (31:12):
Oh beautiful.

Katie Webster (31:14):
Yeah. I had an insight when you first started talking. I've actually been working a lot this week on my why and the week, well always, but really, really pegging it down this week with my coach. There was something you said about turning your weakness into a strength.

Chris Frolic (31:36):
Yes.

Katie Webster (31:36):
It's actually really interesting because today marks the 32nd year of the passing of my father. I had this idea, this thought in my head for the longest time that, that was a weakness that I had. I knew there was a superpower in there, but I did around like weakness.

Katie Webster (31:57):
I talked to people about it like it was a strength, but I hadn't found that in myself. It came out as a belief that I couldn't love other people fully because I had lost the love of my life, my rock, my father when I was six years old. I woke up a couple of days ago and I should disclose that I almost exclusively coach men. Not around trying to change them or trying to make them different. I think men are incredible. I want them to show up exactly as they are and I want to start right there, and then I want to find out what they want. What they want to create in their life and work with them from that point.

Katie Webster (32:34):
And so, I had this realization that, what if instead of being this person that's not able to fully love because I lost the love of my life, what if I'm the person that survived losing the love of my life and now I love more deeply than so many other people maybe have been able to because they haven't traveled that same road?

Katie Webster (32:54):
It was just the most incredible breakthrough and I just feel like, when you said, "What if I turn my weakness into my strength" for the first time in my life hearing that I was like, "That's possible, I did that." It felt totally different. It didn't just feel like words people say about something, it felt like something I'm living into.

Katie Webster (33:15):
I think I got there by asking myself the question, what if the opposite could be truer? I really just said to myself, "Yeah, I'm living into this story, into this thought so powerfully that I'm not even aware of it. What if the opposite could be truer?"

Katie Webster (33:28):
I just wanted to share that, by you saying that, it just gave me the opportunity to be like holy crap, it's absolutely true. I'm in a place in my life where I'm doing it right now, so that just really, really resonated with me and I want to thank you for sharing that so much.

Chris Frolic (33:47):

My pleasure Katie, thank you. There's a phrase, you can't take people deeper than you've gone yourself. I feel so blessed that I'm 46 years old, I've taken these last three years to do all this therapy work and coaching and deep coaching and stuff like that. Now I'm able to communicate my story in this simple way. Then just have people like yourself take something from it, and that makes me feel good, so thank you.

Katie Webster (34:16):
[inaudible 00:34:16] thank you very much.

Chris Frolic (34:24):
I feel like opening the floor again. Who would like to come in? Seb.

Seb Rolland (34:37):
Okay. I got in a little late, but I got exactly the part I guess that I needed in that moment when you were talking about the canoe and reminding yourself that you don't know what's around the bend.

Chris Frolic (34:49):
Yes.

Seb Rolland (34:50):
It's funny because I'm literally at that spot where I lost, well due to COVID affecting the business, I lost my biggest consultant client and along with it like 90% of my income. My business, my coaching business isn't ready to ramp up to support that yet.

Chris Frolic (35:08):
Okay.

Seb Rolland (35:08):
Yeah, I'm finding myself figuring out how I'm going to replace that. I've been doing that for like couple weeks now. But even as I'm doing it, I'm realizing I'm so lucky to be able to not panic and say like, "All right, I literally have no idea what I'm going to do to replace that in this moment. But I have at least enough circumstances to keep going for a little while. And more importantly, like family and friends around me and I'm really, really grateful for that."

Seb Rolland (35:43):
It's true what you were saying, to appreciate the circumstances you have. That you're on a journey even if you don't know what's on the other side of that curve.

Chris Frolic (35:56):
I've learned that there's been a part of me my whole life that has embraced not knowing, and it's given me that courage to just charge forward. Again, I'm able to communicate that now and share it. I create these metaphors like this canoe ride and stuff like that, that let's me share these weird abstract thoughts and feelings and this weird nebulous stuff. Here I talk about this canoe ride and then I hear how that affected you so that's amazing, so thanks Seb.

Chris Frolic (36:29):
I wonder, again, this idea of turning your weaknesses into strengths, so this idea of you not knowing, how is that a strength now?

Seb Rolland (36:46):

I've been reflecting on that and I strongly believe that... Well, I have ADD and it manifests like, not necessarily being all over the place, but being able to focus on a lot of different things at a lot once. Being able to think in a lot of different ways.

Seb Rolland (37:11):

I guess what it made me realize is, I should be taking action instead of trying to, like you said earlier, trying to get things perfect. I've been paralyzed for the last couple of weeks, because I'm trying to like, all right, I know that I need to ask for help, but I need to let people know or make it easy for them to... I need to help them to help me if that makes sense instead of just asking for help.

Seb Rolland (37:36):

I'm not going to necessarily solve the problem myself or create something necessarily myself that's going to bring that in. But my way of working is, when I meet people, things happen. But I've been holding off meeting people until I have something solid, ready if that makes sense and that's just not how I operate.

Chris Frolic (37:59):

It does make sense. I totally understand it. This idea for today's Zoom has been a thought in my head for a long time, a better part of the year. Then finally it was just like, you know what? Date on the calendar, I've got a tiny list, let's just... Then what was amazing though, as soon as I committed to it, just this cascade of new ideas and thinking in me.

Chris Frolic (38:26):

Then this emboldening in of tapping into this power of mine, sharing it with people, just showing up powerfully. Then I really leaned into this idea of, how can I turn my weaknesses into strengths? You guys were front row of me working through that process. I am so grateful that I said I'm just doing this thing and I threw it on the calendar.

Seb Rolland (38:54):

Yeah, it's like instead of showing up a little bit like what Chris was saying, well the other Chris, was instead of showing up and saying like, "All right, I need to be prepared," showing up and say, "What have you got?" A little bit like this is how I help people, what do you have? I don't have an idea of what your struggles are, but let's chat about it.

Chris Frolic (39:18):

Yeah, for sure. Yeah, just flip it. Thanks Seb. I'm looking at my notes here. I'm looking at... I am so happy right now. I'm looking at all the faces on this thing and this is so incredible. It's just you guys watched me do it and I love if I can model for other people, like if I can be that one guy to take the first leap or whatever, I'm cool with that as my role. But I'm relieved and I'm happy, and I want to thank everyone for being... Like it makes me feel good to see all this and get that sort of affirmation so thank you.

Chris Frolic (40:17):

All right, this is another one of my controversial statements. Don't copy all the failures. Most coaches are struggling. Most are not succeeding and I see so many websites that are just almost verbatim copying from somebody else because this is what a coach looks like. Or this is what they think it's going to look like.

Chris Frolic (40:51):

To me, that's a kiss of death and we, coaches, and certainly the ones here today who are attracted to what I'm talking about and sharing, need to find a new and different way that's unique to them. That'll take time and that's going to take courage, and that's going to take some experimentation. That's going to take some failure and risk taking, but that is where the solutions are going to lie ahead for you. Also, take time and to give yourself time and allow it to happen.

Chris Frolic (41:30):

When I retired from deejaying, I had a five-year career as a comedy stage hypnotist. One of the best lessons I learned from that time of my life was realizing nobody wakes up in the morning saying, "I need to hire a hypnotist today." There's nobody that says that, so that's the challenge that I was facing.

Chris Frolic (41:52):

I could have been like a comedy hypnotist like all the rest that have a website of them holding this watch and the spirals, all this stuff that they all do, it was not what I did. I would contact schools and tell them about how much money I could make them raising money for prom. I would contact schools and tell them that we can put on an interactive and fun assembly that'll have everyone laughing in building the school spirit.

Chris Frolic (42:25):

When I was speaking to those needs, then they wanted to talk to me. But they weren't talking to me because I was a hypnotist, and they certainly didn't get out of bed looking for me. I had to approach them and explain to them how specifically I could help them.

Chris Frolic (42:44):

I would learn and then I would also understand why the corporate client, the person hiring me wants to protect their job. They don't want some craziness going on that's going to reflect poorly on them, so I was the safest, most G rated hypnotist you can imagine. There is no crazy footage of me doing anything nuts and having my people do anything nuts. I would use all that to craft a message, speaking to my prospective clients. Knowing none of them were waking up in the morning wanting to talk to me.

Chris Frolic (43:23):

I've adopted that same philosophy with coaches. The reality is, nobody is getting up in the morning saying, "I need to hire a coach today." They are getting up in the morning saying, "What's next?" They are getting up in the morning saying, "As a transgender person, I'm having a terrible time with self-confidence at work."

Chris Frolic (43:48):

All right, so I'm acknowledging the time, there's 15 minutes left until the top of the hour. There's one other kind of piece that I want to get into today, but before I get into that, I want to open up the floor again one last time. Just raise your hand if you'd like to come in and share a thought about anything I've been talking about or anything today so far. Caroline.

Caroline Buchanan (44:26):

Hi Chris.

Chris Frolic (44:28):

Hi.

Caroline Buchanan (44:29):

I thought, when you have no competition no one compares, I thought that was really interesting. I talk a lot about collaboration and I think people see themselves as in competition.

Caroline Buchanan (44:43):

One of the things I'm doing is, putting a million pairs of shoes on children's feet in poverty. How I like to do that is the fact that, there's 300 million children out there without shoes so the competition is not there on giving the shoes. It's the same with clients, if you're going out to look for senior leaders, then there's millions of senior leaders out there as well.

Chris Frolic (45:19):

Yes.

Caroline Buchanan (45:20):

You only need how many clients you need. For me, it's five, so there's so many opportunities out there. I think people get closed down thinking about that they're in competition with others, but I never heard it put that way so I wanted to thank you for that.

Chris Frolic (45:38):

My pleasure. It's so funny, this is so validating for me today everyone, to be getting this feedback from everyone. This is just my world and this is how I think, and I'm finally sharing that with everybody and it's really awesome to hear that these thoughts of mine are resonating in that way, so thank you Caroline. Yeah, beautiful. Tom, I saw your hand and you're the last person I call on today.

Tom Lancaster (46:06):

Oh crap. I kind of just put my hand up and I don't know why. The thing that's grabbed me the most from everything that you said and first of all, thanks for doing this. This is awesome. It's so awesome to see you in your power and your vulnerability in exactly the same moment.

Tom Lancaster (46:36):

"What do I need to hear most right now?" you said right at the beginning when you're writing your post. If I'm honest, I've been kind of lost in that question through this whole talk, trying to think of what I need to hear most right now. I know there's something I need to hear, but I don't know what it is and I think that's all I've got in this moment.

Chris Frolic (47:05):

Well, so for me, I do my writing in the mornings. I like to have a fresh mind, so rather than try to force it as you are at the moment, just give yourself sometime later and just sit with it and see what comes up. Yeah.

Tom Lancaster (47:25):

Yeah, I guess it's not really so much about having something to write, although that's where it came from. Whether you write it or not allowing it just to be.

Chris Frolic (47:37):

Yeah, exactly. Just allowing it to bubble up. I love speaking questions and not needing them answered in that moment and allowing it to just come up later. Tom, I'm going to speak that to you right now and I'm just going to invite you to sit with it, but you're going to hear it from me now.

Chris Frolic (47:58):

Tom, what is it that you need to hear most right now? And I'm going to let you go, I'm going to let you sit with it.

Tom Lancaster (48:15):

Thanks Chris.

Chris Frolic (48:16):

Okay, thanks Tom. Someone asked me recently kind of prior talk of mine why I was doing it. I was in that moment reminded of a story, well not a story, an experience I had when I was a kid visiting my uncle's cottage on the lake.

Chris Frolic (48:53):

The sun would go down and we'd have a camp fire going, and then as the darkness came, we start seeing these lights blinking in the bushes around us, just fireflies.

Chris Frolic (49:11):

It was a magical experience for me as a kid and is a magical memory for me now as I think about it. It's just interesting to me that, that memory has been resurfacing for me. I remember as a kid having a mason jar, we'd catch the fireflies and we'd collect them, and we'd let them go and stuff, but it was just so magical.

Chris Frolic (49:35):

Then I started to play with that memory as a metaphor. What if I imagined being in that jar as a firefly? What if these fireflies are blinking in this jar? If I put myself there and then this one firefly joins them and he's just shining so brightly just like the sun. Or like hot, white welding light you know that you have to shield your eyes from.

Chris Frolic (50:08):

The other fireflies are like, "Dude, how are you doing that?" And the shining firefly said, "You can all do it." Just from him saying that, they're all able to do it and then they all just shown so bright. I just imagine the jar just smashing from the light and then all these fireflies then just go out.

Chris Frolic (50:33):

It's been such a meaningful metaphor for me. I've been thinking about it and I think about that as my role, so I wanted to share that memory. Then I want to talk about, so I've been modeling for you me creating something. I've been modeling for you not knowing what I'm doing but then doing it anyways. I've been modeling, turning my weaknesses into strengths. I've been modeling working close-to-the-metal and finding that light in me, and just shining bright and showing everyone that what's possible.

Chris Frolic (51:15):

Where do I go from here? Earlier this year I did some thought and work on myself, and I asked myself this big question. Like what scares me? It was answered with another question which was, who do I need to be to charge \$1 million for one day of their time? I realized in that moment the answer is

simple, it's me. There's only one of me in the entire universe. I am priceless. I'll put a price of a million dollars on it and then I just became that.

Chris Frolic (51:57):

I've been using that as my measuring stick now for the value that I bring and the things that I create, as someone who's worth a million dollars for one day at a time. I boiled it down to a million dollars for a day of my time. In physical space, a million dollars for a client who wants to work on what's next or a million dollars for a program that I create.

Chris Frolic (52:31):

Then I was inspired to create this. One more piece of information. I was sitting in my pool and I was thinking, "What from my past that's unique to me," and I'm a video gamer, "can I use?" I'm not a coach and I don't use coaching to communicate what I do. The word guild came to me, and I did a dictionary look up. A guild is a group of people working together on a common goal and supporting each other. I was thinking, "That feels really good."

Chris Frolic (53:12):

What if I were to create a guild? A guild is not a program. It's not finite. It's there to support people over the amount of time that they need to be part of the guild. Then I thought, and guild also serves my weakness, which is I don't have a big reach. I don't have a big audience so right now I'm a guild of one, and that guild can be built one additional person at a time, but I'll also scale it to a million dollars. I'm creating it, delivering a million dollars in value.

Chris Frolic (53:48):

Then I came up with this statement, I'm creating a guild to bring together coaches who want to create successful businesses as unique as they are. Together we will rest, learn to see our secret shames as our actual strengths. Learn unconditional self-love. Disrupt our sense of identity. Share resources and brainstorm ideas. Create an experiment with new business models and opportunities. Challenge each other to think big, yet ground ourselves in patience. Achieving this together means we will create new passion driven businesses without competition. Utilize our life's worth of experiences and tools, including coaching. We won't feel so alone in our pursuit. We'll be more energized, feel peace in our lives today. Find purpose beyond making more money, yet create the money that funds our biggest dreams. Dream so big it'll make us cry and make impactful change on a scale larger than we ever thought possible. I call it Frolic's Firefly Guild. Who wants to be a firefly?

Chris Frolic (55:17):

My invitation to take that to the next step is to go to chrisfrolic.com/firefly and connect with me to discuss it further. I wanted to model for everyone this process that I'm using of creating something, creating experience and then just bringing everyone along.

Chris Frolic (55:41):

I'm creating something right now, something unique. You just saw me do it. I created something as unique as I am. It's inspired by a childhood memory. I'm playing with metaphors. I'm using Zoom as my stage. I'm working close-to-the-metal. I've turned my weaknesses into strengths. I'm letting everyone experience the real me, creating something never done before. Solving a problem, which is I help coaches be successful so they can do their thing and so we can serve humanity, and you watched me have fun and that's it. Thank you everybody.

Chris Frolic (56:27):

I invite you to post in the chat thoughts, whatever your takeaways are from today to share them with the room. Go ahead.

Curtis Friesen (56:54):

Chris, while people are posting in the chat, I'd like to take a minute to just say thank you. I was the first person that you spoke to and just like my energy was really low today and I just didn't want to be in the office.

Curtis Friesen (57:12):

Just hearing you share your story and just something about the energy and the tone that you've been sharing, the tide of your vulnerability has risen my boat today.

Chris Frolic (57:30):

Thank you Curtis. Appreciate that. Thank you. I'm going to invite one last person with the minute we have to speak if they'd like to. Looking for a hand. Michael.

Michael Vincent (57:51):

Chris, almost six months to the day you and I had a conversation, May the 8th 2020 at about one o'clock in the afternoon. But you've just made real what that conversation was six months ago. I recognized some of the things that you were saying today that we said six months ago.

Michael Vincent (58:24):

Can't get the canoe out of my head because I love canoeing, and all I can think of is my Boy Scout growing up as a kid, I'm the canoe. Thank you for this six month journey and there's no question that I want to be a firefly, and appreciate it.

Chris Frolic (58:51):

Thank you Michael.

Michael Vincent (58:53):

Thank you.

Chris Frolic (58:54):

All right, we're at the top of the hour so that concludes our time today, but I look forward to whatever the future brings. I want to thank everyone for supporting me today by being here, and thank you. You can unmute yourselves and say good bye.

Speaker 9 (59:14):

Thank you so much, that's wonderful.

Seb Rolland (59:14):

Good bye.

Michael Vincent (59:14):

Thank you, cheerio everybody.

Speaker 10 (59:14):

Thank you Chris.

Speaker 11 (59:18):

Everyone thank you [crosstalk 00:59:18].

Speaker 12 (59:21):

Thank you Chris.

Chris Frolic (59:21):

My pleasure. Thank you.