

The Brave Files Podcast
Frances Verbeek: How to be Happy: A Practical Guide
Episode 155

Heather Vickery 0:03

Hi everyone, this is Heather Vickery and you've tuned in to The Brave Files Podcast. Before we get started with this week's episode, I'd like to invite you to something really special. I would love for you to attend my upcoming event, The Brave Method Workshop. The Brave Method is the coaching platform that I use to help folks go from chaos to clarity and claim the life that they deserve. You deserve a life far beyond mediocrity. You deserve a life that brings you joy and happiness. And every success you can imagine if your plate is so full, that there's nothing left for you at the end of the day? Or does the voice in your head tell you that if you focus on your business, you'll be letting your family down? Does this voice leave you frozen in fear and unable to take the next step in your business? I bet it does. I hear that a lot. But what if I told you that it's actually selfish not to focus on yourself and your business, and that if you truly want to be there for your loved ones, it's about time to start living for you. In this workshop, you will uncover what's holding you back and learn to leverage your fears to lead an intentionally brave and empowered life. How does that sound? If you're excited and interested by this, then go ahead and mark your calendars for March 16th. To the 24th. It's a nine-day event at 1pm Central. I cannot wait to see you there. It's totally free, but you do have to register. So pause this show right now. And then go and save your seat at VickeryandCo.com/workshop. So all you have to do visit VickeryandCo.com/workshop, save your seat. And how about you decide to be in control of your own life, build the life of your dreams? It's speaking of living an authentic and empowering life. We could all use a little more joy in our lives. But how do we take the steps towards happiness? What does it look like practically speaking? Well, this week I speak with Frances Verbeek about how she built her company, The Happi Empire. It's a business that provides tangible products to help you live a happier life I've been following Frances and her work for a long time. It's a very, very special. In this episode, we talk about how celebration is an act of honesty that is entirely worthwhile. We dig into achieving our goals one day at a time to get rid of those unrealistic expectations that it all just happens really easy because it doesn't. We talk about shutting down that inner voice in our head that makes us feel bad and learning to trust our gut, grab a notebook and a pen because you're gonna want to take notes for this one. So let's get to it.

Frances Verbeek 3:04

Light, intuition, freedom.

Heather Vickery 3:08

This is Heather Vickery. And you're listening to The Brave Files, stories from people living courageously. When we choose bravely and big and small ways, it powerfully elevates our lives. I hope these stories connect with you and encourage you to embrace bravery in every possible way, day after day. Together, we can build a movement of courageous living that enriches both our lives and our communities. And if you enjoy the show, I asked you to please share it with others. Maybe think of someone who you want to choose bravely right alongside you. Thanks for tuning in. Now, here's the show. Hi, everyone. So as someone who has worked hard to prioritize pleasure, joy and happiness in my own life and my business, and does this work, supporting clients so that they can prioritize pleasure, joy and happiness. I have been following people who are kind of in the business of happy and joy for many, many years. And I have been following today's guests work for quite some time. Today we're joined by Frances Verbeek, and she is a designer and a writer behind The Happi Empire which I'm excited to just hear about the company name. It's something that attracted me right away. Frances' overall goal is to share practical tools to help folks process and overcome life's challenges. This then leads to find inner peace and on wavering happiness, but it's not easy, and it's not a quick fix. It takes awareness and tension and a lot of dedication. I have really been looking forward to this. Welcome, Fran.

Frances Verbeek 4:50

Thank you so much for having me. lovely to be here.

Heather Vickery 4:52

Fran, you're joining us from are you? Are you in the UK or are you? Where are you exactly?

Frances Verbeek 4:58

So I'm in lovely holiday part of the UK called Cornwall. So quite far away from London about six hours away from London on the other side of the country.

Heather Vickery 5:06

Sounds lovely. How are things in Cornwall right now?

Frances Verbeek 5:11

Today as I look out my window, it's completely foggy and I can't see a thing. But apart,

Heather Vickery 5:17

Oh that's so British.

Frances Verbeek 5:18

I know poor us. It was actually really gorgeous yesterday. We had such a lovely sunny day. But yeah, we're quite lucky in the it's not too populated around here. It's very countryside. So, you know, in the pandemic is it's actually a really good place to be.

Heather Vickery 5:35

That's it sounds like it. Yeah, it sounds lovely. I only know of Cornwall through history books and nonfiction or historical fiction, romance novels. That's so funny. Okay. So, I have been following your work for some time, I have several of your beautiful products, which we'll talk a little bit about later, even from the creation standpoint, because we're doing some similar things. And I'd love to hear your, your thoughts on them. But what is The Happi Empire and what led you to creating it?

Frances Verbeek 6:08

Ooh, so The Happi Empire is, I guess, my self expression of how to translate spiritual concepts into practical, usable tools. So I've basically created a range of tools like journals, affirmation cards, and kind of checklists to help people process life basically. So meet, you meet you in the darkness and uplift you. And I think that's just the whole point of life, to be honest.

Heather Vickery 6:39

I love that.

Frances Verbeek 6:40

Yeah.

Heather Vickery 6:41

What led you to creating The Happy Empire?

Frances Verbeek 6:45

Initially, I left school and I didn't have many exciting options of what I wanted to do with my life. So I was a bit depressed, not super depressed, just you know, a bit down and like, oh, what should I do. And my brother had been very spiritual throughout his teens. And I really wasn't at all spiritual. He went off to do this metaphysics course of basically a spiritual retreat course. And he came back and changed man. So I decided to go and do it too. And I came back a changed, man.

Heather Vickery 7:18

Wow. I love that.

Frances Verbeek 7:20

So basically, I from that, I learned all these amazing things about life and the mind and spirituality and healing. And I just had this urge that I wanted to share it with the world. So that's where kind of the initial seed came from. It was a very slow, slow, slow, organic process. That was when I was 19. And I didn't actually officially start The Happi Empire until I was about 28. My first product came, and I was about 19. So it's all a bit like jumbly. It's, there's no like, clear, I started the company, and then I launched these products.

Heather Vickery 8:00

Okay, so the first thing you did were the cards.

Frances Verbeek 8:03

Yeah, happy cards. Yeah.

Heather Vickery 8:05

That is very cool. We are, my friend and I are in the process of starting a Kickstarter, which actually, I think when this episode airs, the Kickstarter will be live. What I didn't intend to promote. But manifestation card deck. So I want to talk with you about, like, because you've done that quite some time ago now. And creating a deck is much more challenging than one might think.

Frances Verbeek 8:30

Yeah, it is. There's so many components to it, and then all the printing stuff, and then all the how you ship them. And it's Yeah, it's takes well set up. And

Heather Vickery 8:40

It's complicated, for sure. Okay, so this retreat that you went on, sounds very fascinating to me. And I'm going to ask you to do something challenging is, could you share one resounding life changing takeaway, the most impactful thing from an experience like that, that then set you off on your journey?

Frances Verbeek 9:02

Um, I'm going to say that one that that retreat taught me that we are spiritual beings having a human experience, not that we are, you know, physical beings with a spiritual part. We're very much spirit spirit.

Heather Vickery 9:20

Okay. What, what does that mean to you? Like that? You know, because first of all, and I want to clarify the difference in a spiritual experience. Was this separate from what one might call a religious experience and how are they different?

Frances Verbeek 9:37

Um, I would say, Well, I'm not religious, so I feel like religion is you can be spiritual in a religion.

Heather Vickery 9:48

I am spiritual as well. No. Same thing. And I'm not religious. So I get you, but I just wanted to make sure that we were hearing your perspective. I wasn't making any assumptions.

Frances Verbeek 9:57

Yeah. So I guess way description will be when you meditate, when you close your eyes and you go into that deep space. That is true. That's who you really are. You're, you're not a body, you're that energy.

Heather Vickery 10:11

What if you can't meditate? I have so many people who say to me, I just I can't, I can't meditate.

Frances Verbeek 10:17

Start. The easiest way to, to try and meditate, because it's so, so valuable. And so, so fun as well, there are so many different ways to get into it, I got into it on that retreat, through guided visualization. So set a voice takes you in, takes you down with beautiful imagery. And then they leave you there to talk to you say, for example, your higher self, or maybe they guide you to open a box and there's something in there and your, your mind. You just let your mind be free and experience what it needs to experience. So that's quite a fun way to get into it. So it doesn't have to be sitting there.

Heather Vickery 10:58

Silence

Frances Verbeek 10:59

Looking at your thoughts. Yeah, not at all. It can be really creative and fun. Yeah.

Heather Vickery 11:02

Okay. I love that. I love that as a takeaway. I always say, you know, what I would want to do is a walking meditation, I like to move mostly because I sit so much of my day that I would like to have some physical stretching and not, you know, not exercising at the time, but just moving my body, which I like to connect to my mind and my body. But I think there are a lot of different ways to meditate. And

Frances Verbeek 11:29

Definitely. Yoga is another way as well.

Heather Vickery 11:32

Yeah. Yeah, I like that. So that's a physical manifestation of meditating. I dig that. I think that's really cool. One of the things I've heard you say is that you believe that the ego belief system is the cause of all suffering. Can you tell folks what that means?

Frances Verbeek 11:52

So there are two parts of us, two parts of the mind. I would call them ego and spirit, but you could call them positive and negative, or the angel and the devil segment shoulders like

cartoon? And, and yes, so the ego part of us, which is, you know, there's a devil on your shoulder, is all your negativity and fear. And it's these thoughts that, that lead to all our experience of negativity and fear in the world.

Heather Vickery 12:27

I really like that, that, to me, that's a reframe of what we've always been told. Ego is, so people get a big quote unquote, big ego when they're successful, or they have a lot of money, or they've done well. But what I hear you saying is the ego is actually the limiting voices and the negative thoughts that keep us from being successful.

Frances Verbeek 12:52

Yeah. And includes like the arrogance, and the, the big ego as well, it's basically, that's negative as well, isn't it? It's just thinking you're better than other people is

Heather Vickery 13:03

Yeah. That's fascinating to me. And I laugh, you know, I coach people on standing and their success and putting words and energy behind the things they're doing well, it's not. It's not a bad thing to say I do this well, but there's a big difference in that and being cocky, or being a braggart or saying to other people, well, I'm better than you because like, there's a huge difference. How do you sort of balance saying, I do this well, this is my strength, or I'm really proud of this with this spirit, as you describe it.

Frances Verbeek 13:41

I think it has to come from a place of love. And that's, that's as simple as that. Really. And you can if someone says, Oh my god, I'm so excited. I created this beautiful artwork. Look, I want to share it with you, compared to Yeah, like that that's mine. 500,000 million pounds, please. You know, there is a different energy behind it.

Heather Vickery 14:02

Yeah, it's the energy behind it, the intention behind it that you think separates it. I like that. I'm into that. So how does one work to undo the ego? In your mind.

Frances Verbeek 14:16

So it can be quite simple. Because the ego complicates absolutely everything. So you know, when you start getting on the spiritual path, it feels like you've just got this mountain of hell to sort out because you're such a broken person. But actually take every day as it comes, wake up in the morning and check in and see what do I need to you know, what, where, how do I feel basically, have I got any negative thoughts to look at how am, I how am I feeling and you just deal with whatever is coming up for you, whether that's a strange text from a friend that's brought up loads of horrible stuff, you know, in your mind or a physical pain, that's what you focus on in that moment, because that's what's being triggered for you

Heather Vickery 15:00

I really love that notion of one day at a time. You know, I'm I love planning, I'm all for projections, but really our real growth and our real success. And I mean success in in every possible way, i'm not talking financially, specifically, comes in on a day by day basis. It comes by being cognizant and aware, like you said, of how we're feeling, and what we're thinking, and what's moving through our body. And then how do we protect letting that inform how we proceed, instead of it has to be like this, I have to do it like this, because this is the way I said, I'm gonna do it. Right. Are you saying that there's some flow there?

Frances Verbeek 15:40

Definitely. Flow. Yeah.

Heather Vickery 15:42

Yeah. I love that. And now all of the, this is gonna totally sound like a sponsored piece. And it's really not, I promise, but all of the things that you have created are designed to help people get into their spirit, their spirituality and have it undo the ego. So how would some of the products that you've created help folks who wanted to be on this journey?

Frances Verbeek 16:09

Um, so for example, I've got two journals, once a gratitude journal, once a self care playbook, so all of my products are slightly different focus, and you use them slightly differently. So it kind of just depends where that person is at. So the gratitude journal, we all know about gratitude. And we all know how powerful is but

Heather Vickery 16:27

You and I have that in common. I published two gratitude journals.

Frances Verbeek 16:30

Yeah, cool. Do you do it every day? I know as a gratitude journal creator, I do not do it every day.

Heather Vickery 16:37

No. I don't do it every day. But I steep myself in gratitude. So, there is something I really believe and I know that you do as well, and the importance of expressing the gratitude, it can't just stay in your mind. It has to be written or spoken, shared, acknowledged. So I don't write in my own journal every day, but I do have all sorts of different gratitude practices that I bring into my life. Do you have those?

Frances Verbeek 17:02

I do. Yeah. And I think the point of like, having a physical thing, like a gratitude journal is to be that reminder, that kind of touchstone of like, I'm trying to, you know, get onto this path. And this is going to help me. And so so that's what's so good about having for me, because everything I've created, I've always created for me first, I've like thought, What do I do my life? And yeah,

Heather Vickery 17:27

yeah.

Frances Verbeek 17:28

Whereas the self care playbook is totally different. That's more of a spiritual journey, that's more of a, if you want to really work on yourself in all these different areas that will help guide you to look at the thoughts in your mind, and to forgive them, let them go, heal. So the self care playbooks, more of a kind of healing tool, whereas the gratitude is more of a daily shift tool.

Heather Vickery 17:53

Yeah, almost a growth tool.

Frances Verbeek 17:55

Yeah, yeah.

Heather Vickery 17:56

Oh, I really love that. I want to talk about what you just said, which I, gosh, if more people did this, everything that you, all have your products or things you created for yourself on your own journey. It's just share, because we have a lot of entrepreneurs who listen, how you went from, I need this for myself, I want this for myself. So I'm going to create it, to thinking, Oh, this could help other people. Let me share this. What was that process like?

Frances Verbeek 18:24

When I created Happy Cards, which is my card deck, back when Alfred did that metaphysics course. So they were basically a collection of everything that I learned on that course. And I want you to remember and they started off as post it notes on my wall. And actually how that product came about was my brother's birthday was coming up. And I thought, oh, what can I get him, didn't have any money. So I and I was a graphic designer at the time, budding graphic designer. So I wrote them all out on cards on the computer, I printed them off, cut them up, bought a little like cardboard jewelry box thing, and put them in the box and gave them to him. So that, that, that first thing was wanting to share and wanting to give him the reminders that I had, because he had done reports too. And then the other things, the other products, it is literally like, if I've gone through a horrible experience in life and then created a product because of it. I'd be like, Oh my god, I can't believe that somebody will go through experiences like this and don't have the tools to get themselves out of it. So that was just a like, well, I want to be a graphic designer and I've always known I wanted to do something with The Happi Empire. So that was how I kind of

Heather Vickery 19:43

That's really cool. So is The Happy Empire your main gate it for lack of a better term?

Frances Verbeek 19:49

It is now which is friggin awesome. But it wasn't for so many years. So I've always, I'm a self taught website designer and graphic designer. So I did that through my teens. And then I moved to Australia in my 20s. And basically lived life and had loads of fun and had

Heather Vickery 20:11

Dream. Life goals.

Frances Verbeek 20:13

Yeah. So throughout that experience, I just had part time shop jobs, which I loved as well, they're really fun. But also, I was always a graphic design, a website designer on the side. So if I'd meet people, I create them websites. And I also had Happy Cards to sell at the time, because I had had a big batch of them printed. So I was doing those things. But I had always

Heather Vickery 20:35

I love that you traveled to Australia with them, let's just pack up.

Frances Verbeek 20:40

I think I've definitely lost money on that first batch. Yeah, and so I actually didn't go full time working for myself until I was about 28. And that was to be a graphic and website designer, mainly, that's where I got most of my money from. And then really, only three years ago, I was like, ah, I really want to, you know, run The Happi Empire full time, this has been my dream for so so many years, I just have to give it a go. And I had to be really strict with myself and not take any website, sign clients on and just really give it a go and kind of had, you know, some savings to fall back on for a few months to.

Heather Vickery 21:20

So no plan B you had to go all in? I feel like that's so important for all of us. You got you got to go in. You got to go in on it. Okay, so you, I know that you describe yourself as a multi passionate entrepreneur and folks listening who may not know what that is, it just means you have a lot of things that you're passionate about and that you're skilled at. So what kinds of things and you can be multi passionate within one business. Is it, Is it just the products or what else is the art is the work that you're doing within The Happi Empire.

Frances Verbeek 21:53

And within The Happi Empire also has started doing online courses. So I've I've got journals, and a card deck and some gift packs and things like that physical shop. And and I've set that kind of aspect of the business up so that a fulfillment company fulfills all my orders. So and I and that was like a turning point as well, because I couldn't have done that at the beginning.

Because it was just way too expensive. I had to get the right amount of orders so that it all worked out.

Heather Vickery 22:26

What are the courses?

Frances Verbeek 22:27

The courses? Yeah. So the first one I did was a retreat, an online retreat called the Dream Fuel Retreat. And you'll love this is right up your tree, is it, is like manifesting, I don't actually use the word manifesting. I don't know why I didn't use that word, actually, because I love it. And I always talk about manifesting. But I think I was just thinking really, practically, when I created it, and basically it, it takes you from, it can help you guide you through the dream creation process to feel any dream that that you have. And it's really practical. It looks at you know, planning, really detailed planning, it looks at the mental resistance that comes up every day, all throughout your life.

Heather Vickery 23:10

Yep. No matter how much work you do, there's more work to do.

Frances Verbeek 23:13

Yeah, yeah, celebration at the end, dream, dreaming at the beginning. And it's laid out like to do over a day. But you can do it, you know, over a couple of days if it's too full on to like eight hours of dream field retreating. So that was my first kind of course, online experience thing. And then my second one, which I launched last year, it was called Oh God, have I forgotten what it's called? Miracle Practice.

Heather Vickery 23:41

No, but I know something that listeners don't know yet. And I'm telling you, that's, that's a that's a brain thing.

Frances Verbeek 23:50

Yeah. Yeah, I've just gone on my website, and it is Miracle Practice. I haven't actually thought about it for about three months. But this was an absolute soul-lead, like, everything has been soul-led and so passionate, or I have to do what I have to do, I have to do it. But this course, I've

wanted to teach and put online a spiritual course for so many years. And I had so many blocks around it. But I think at the end of the day, I just wasn't ready and the information wasn't ready to come through my head and you know, my expression of what it was. And about two or four ish years ago, I got really into A Course in Miracles which is a spiritual course. And it changed my life again, even deeper this time. And I just had to create a because it's such a confusing spiritual texts. It's it's quite Shakespearean almost in in how it's written, that I wanted to create a really simple Happy Empire FIDE version of not, not version of course miracles, but explaining what the hell is saying, how the hell do you practice it? And yeah, so Miracle Practice was my other course that I launched, like,

Heather Vickery 25:12

I love that. But what I really took away from what you just said, and I want the listeners to sit with this is, when it's the right time, you will know it's the right time. Some, sometimes we beat ourselves up, because we have these dreams or these things that we wanted to create or build or do for ages, and we've never taken action. And when it's ready, it you will create it, as long as you're intentional and aware, and really checking in with yourself and, you know, not running away.

Frances Verbeek 25:46

I love that so much. It's so true. And you can't believe that until you've gone years and years and years through life and kind of look back and go, that is so true. Like I I had these urges, like 10-20 years ago to create what I have now. I can't like if you told me it would take 20 years.

Heather Vickery 26:06

Right? I would like Forget it.

Frances Verbeek 26:10

But I've loved you know, it's an absolute joy to be on the journey as well. Like, when you look back sometimes you think, Oh, those early dreaming days, actually sometimes better than than the days now. Do you know what I mean? It's like more magical to dream.

Heather Vickery 26:26

Yeah, well, the yes, the dreaminess of the possibilities.

Frances Verbeek 26:30

That's true.

Heather Vickery 26:31

But to me, that's why gratitude and celebration are so important. Because once you're in it, and your head is down, and you're doing the hard work, the gratitude and celebration is how you can reconnect with the dreamy feeling.

Frances Verbeek 26:46

That's so true. And I need to celebrate more. But I've, I'm excited to share how I celebrate with you,

Heather Vickery 26:52

I can't wait, we're gonna get there. It's good. It really does just reconnect you because if you lose the dreamy feeling, if you lose that sort of beginning phases of romance, feeling with whatever you're working on, you stop putting your whole heart and soul into it. And then it's not compelling to the people that you want to reach. So

Frances Verbeek 27:15

Yeah that essentially and it goes up and down as well. Like when you've been in business for so long. Absolutely. There are natural phases aren't there of like super passionate, super like Yang work, like being really masculine action, taking your work, and then other times where you're just like, Oh, you know, I just collect the money.

Heather Vickery 27:36

For sure. Absolutely. I mean, life ebbs and flows. And there's, I always say, in any relationship I have, in any healthy relationship, there should be a seeker and a sought and in a healthy relationship, you take turns being the seeker and the saw. And I believe that our relationships with ourselves and with our businesses are the same, where we need to be pushing and doing and growing. And then where we need to be relaxing and observing and experiencing.

Frances Verbeek 28:07

Yeah, I love that. That's so true. That's such a nice way to look at it a relationship with your business.

Heather Vickery 28:13

Yeah, thank you. So you have been on this journey for a long time much. Our stories are not the same. But much like me, I quickly went into entrepreneurship. For me, it was simply because I just said, I discovered very early on that while I worked well with people, I didn't work well for people. And I was like, well, then I just don't have to. But as you've been on this long journey, and you you had this other business, and now you're really doing the thing that your heart is most attached to what's been the biggest struggle for you?

Frances Verbeek 28:45

Do you mean like throughout my life? Or do you mean to in for this business?

Heather Vickery 28:51

Whatever you would like to share.

Frances Verbeek 28:53

Um, let's go with like, the hardcore stuff, because that is the real hard stuff, isn't it and I'm sure people will resonate. For me, it's been mental health of like myself, and really close family members, like really serious mental health that's like, shakes your whole world and, and changes your perspective. So so much and, and you try and you completely change because of it. And hopefully, if you're able to get through it, you then get through it and are like, Oh, my goodness, like I've, I've learned so much and I I need to help people because there are people out there again, like I said that before that they don't have the tools to get through it and and like we need to give them the tools.

Heather Vickery 29:37

I love it. I've always said that money is a byproduct of service and when we are in service to ourselves to others who are communities. We thrive because people can tell they can tell the authenticity, they can tell that that's what you want to do. And I hear that about mental health from a lot people, a lot of clients, a lot of guests on this show, partly because we're really striving to de-stigmatize mental health. It is health, it is a part of how we move through things we all process differently, we experience differently and learning to navigate our, our minds and our

body chemistry is really, really important and pretending that it wasn't a problem or that we, it didn't exist. It didn't help us. It didn't do anything.

Frances Verbeek 30:32

Yeah, definitely. And like, wouldn't it be great to be a child growing up now with you know, I know a lot of schools offer mindfulness and like yoga and like actual tools to help deal with your mental health. Whereas when I was at school, like, I think that's it, isn't it? Yeah. Like I had anxiety and dread and all these horrible, horrible things that I did to myself and never told anyone. And, yeah, poor us.

Heather Vickery 30:58

I know, right? We've had to do it. I mean, my that's really a core of the work that I do also is I went through this process and this journey. And if I can help somebody else, we all have to go through our process in our journey, but it doesn't have to be so hard for everybody. And you're gonna have a different heart than I'm going to have. But my little ones literally have a class called social emotional learning, where they are developing that and they don't really, it feels playbase to them, because that's really what works the best. But yeah, schools, not all schools, but a lot of schools are really stepping up their game. And I think a lot of parents who realize it doesn't again, it doesn't have to be so hard. I can do something different for my children, because I know better when we know better. We do better, presumably. So, yeah. What would you say has been the biggest unexpected surprise, pleasurable surprise for you on this journey?

Frances Verbeek 31:59

Oh, like, I hope people get how awesome this is. But finding, finding my spiritual truth. That sounds so like, what does she mean? That's so weird. But like, I feel like I know the truth. And I feel like there's there's nothing better to know. And, and no, like, I feel just so blessed. there that I I'm spiritual, and I've got spiritual guidance. And I feel like I can get the answers to anything and I can pretty much face anything. Not that it'll be easy, but I feel like yeah, that that's a weird thing to say.

Heather Vickery 32:37

Where would you recommend somebody start? I mean, I've read a ton of books. I'd be really curious to hear what your first book recommendation would be for this sort of journey. But if people are not on the journey yet, and they're curious, where would you recommend they start?

Frances Verbeek 32:52

So spirituality is very linked to mental health. I'd even say Are they the same thing? Maybe that they are. And my, like, life changing book was Louise Hay, You Can Heal Your Life. Have you heard of that one?

Heather Vickery 33:09

I have not heard of that one.

Frances Verbeek 33:11

Okay, that's a frigging awesome book. It's quite old. But it's just as good and awesome today. Um, Louise Hay is the founder of Hay House. And and you can heal your life is kind of like a course. She I can't remember exactly what her job title was, but some kind of psychotherapist or or psychologist and she used to see women mainly because that was her passion. And basically take them through in her sessions, what she's created in the book. So there's lots of practical exercises and my kind of next so I had that metaphysics course when I was 19

Heather Vickery 33:49

I am so into metaphysics because I listen to you talk about all of this and I'm thinking about astrophysics and energy never dying and all of this and we could talk about a fun follow up conversation.

Frances Verbeek 34:07

Like so that was my first initiation into the spiritual world, whatever. And my next one was reading Louise Hay's book and really putting it into practice. So really doing my affirmations really doing the the mind work to change my mind about what I thought about like, at the time, a big thing for me was relationships and men. It was about self esteem. So that is a friggin awesome book, Louise Hay, you can heal your life. Get it.

Heather Vickery 34:34

well, we'll have to check it out. It's always good to have more exposure and more connection and be able to share that. So we'll put that in our Brave Files library and y'all can can find links

to it for sure. And we'll link to it in the show notes. All right. So here's the question, not the question but a question. You have created all of these tools and you have these courses to help people navigate themselves through this work, what kind of daily rituals and grounding routines do you personally have?

Frances Verbeek 35:07

It's quite simple. So I do yoga every day, that kind of wakes my body up and gets me out of my head and really present. I also have like some health stuff that I'm doing at the moment. So I don't know if you've heard of the Medical Medium. He's an awesome author, who's channeled all this amazing health stuff. And anyway, I drink celery juice every morning.

Heather Vickery 35:32

Celery juice? What does that taste like?

Frances Verbeek 35:34

If you like celery, it tastes really nice.

But funnily, it tastes different every time like, sometimes it's like really the perfect mix of sweet and salty and other times it's like really bitter and you just have to chug it down.

Heather Vickery 35:48

What is that? What is that supposed to do for you?

Frances Verbeek 35:50

So, so much, um, it detoxifies your liver, it cleanses your digestive system if you've got any problems there, but it also gets rid of brain fog, loads of stuff.

Heather Vickery 36:02

How do you make your own? Do you juice it yourself?

Frances Verbeek 36:04

Yeah, I'd juice it myself. Yeah. So anyway, yogurt, celery juice. And then the spiritual thing is checking in with, there's so many different words for it. But basically my higher self or spirit, and getting guidance my days, so I just say please, can you direct my day? And is there anything I need to know? And I kind of give it over to, to the nice part of me instead of my ego.

Heather Vickery 36:31

I really appreciate though, so much that you're ever gonna sit with us. I'm gonna think about this all day. I know I am. When you're checking in with a higher power, you're checking in with yourself. So a lot of people so I'm checking in with source or I'm checking in with God. And what I'm hearing you say is I am these things for myself.

Frances Verbeek 36:53

Yeah, I actually believe that we're all one. And that, that is just all the same thing. And it's just the ego that splitting and give it all these different names. There's a Happy Card actually, I think I took it out the packs. I thought it was a little bit crazy. Whoo, whoo, too whoo, whoo. But it said something like, Spirit is God is consciousness is love is you or something like that. And it's like all of it is just the same. So yeah, when I check in, it's just all those things, all those labels that we have, that it's all just the same energy. And that is love. And that is you.

Heather Vickery 37:30

That's really beautiful. That's really, really profound to me. And what I'm hearing what I'm taking away from that is, folks, you have what you need, it is in you. And we can, I've heard Fran share her mentors and her guides and coaches. I'm a mentor, and I'm a guide, and we can connect with those people. And they can help inspire and motivate us, but you have what you need to be the best version of yourself. If you're willing to look for that in yourself.

Frances Verbeek 38:02

Oh, definitely. Yeah.

Heather Vickery 38:04

I love that. Okay, now we really can talk about celebration. You said that you, and I hear you, I really should celebrate more. And I'm surprised to hear you say the word should because I would imagine that that's a word you don't use very often.

Frances Verbeek 38:18

Oh no, I've been found out. I'm a fraud. No, I'm not perfect.

Heather Vickery 38:29

None of us are.

Frances Verbeek 38:31

But I'm an I would love to celebrate more. But the ways that I do celebrate are all the little things that just make my soul happy. So so for example, I always texted my husband if something good happens, like we both work from home, by the way, but we text each other. I buy myself dresses if you know if it's something awesome because clothes just lightly up so much. I love clothes so much. so far. I was on Pinterest today, pinning loads of new outfits. No, I go for snacks from my desk like I get up and I go and celebrate with a snack or a drink. If it's something like quite big that's happened we'd go out for dinner in normal times. So so it's all like little simple things. Or like if I've like got loads of energy, and I'm feeling like super excited, which does happen sometimes. I would dance around the room.

Heather Vickery 39:26

Yeah. I'm a big dance party fan. The listeners know the regular listeners know that about me. But I really appreciate that you're sharing all these little ways because I want people to really lean into that celebration doesn't have to mean a vacation or fancy meal out. It can be something as simple as sharing this joy with somebody else. And that's one of the things that I love about celebration is it almost always has some outward expression and joy shared is happiness returned right when we share that celebration and joy with other people. We sort light them up a little bit. And it just sort of grows like this beautiful plant.

Frances Verbeek 40:04

So yeah, that's so nice. Yeah. And it just feels so good sharing it doesn't it? It's like, oh my god, this this is can you believe it?

Heather Vickery 40:13

Yeah. And it reminds us that we are not alone on this journey.

Frances Verbeek 40:16

Yeah. And it's just feel so lonely sometimes. Because, you know, if you, you're just a person working for yourself, it's just you in the room with your computer. And that's it. That's the reality.

Heather Vickery 40:28

It is. And we need to find ways to make sure our work in our life is about bigger than us because we are not as a species designed to be alone all the time. Human connection is really, really important and impactful. So I love that.

Frances Verbeek 40:45

I have so many wobbles where I'm like, right, I'm going to get a part time job. I can't do this anymore. That happens so often.

Heather Vickery 40:55

I fortunately don't have too many, but I also have four kids so I'm I guess, okay, y'all go away. Now. I'm gonna sit by myself.

Frances Verbeek 41:05

Yeah.

Heather Vickery 41:06

But pre pandemic, I did a lot of in person socialization, but I had to really plan it. I had to be intentional about it. Manifest it. Yeah.

Frances Verbeek 41:17

Yeah. And that's, that's kind of one of the hardest things about the pandemic, but the people that work from home that they can't do all those little things that keep them sane.

Heather Vickery 41:27

Totally right. It's hard, hard, hard. No doubt about it. Fran, what is your favorite charitable organization to support?

Frances Verbeek 41:35

Women's refuges pull on my heartstrings so much. And I love putting packages together of my products at Christmas time and delivering them to to women's refuges. And the other one is homeless charities. They also I think it's a similar thing that those people have, you know, they just have one too many horrible things happen in their lives, and they don't have the mental health tools. And they've ended up in these situations. So that Yeah, I love supporting

Heather Vickery 42:07

I love that. Yeah, so because Fran is in the UK. And sharing a specific organization could be challenging. You will know where to find your refugee centers or support systems, you know where to find your homeless shelters or your you know, support groups homes. Every week, I asked you all to dig a little deeper, find a way to connect, give more give back, whether it's time or money or product or whatever it is. We're really called each and every one of us to be part of making the world brighter and better. Fran, will you share your three words with us one last time?

Frances Verbeek 42:44

Yeah, light, intuition and freedom.

Heather Vickery 42:50

I love those words. I think they're beautiful. I can see and feel the light as you talk about it, the light that you see in yourself, and it's so inspiring to imagine the light inside all of us as you sit in your morning and, and connect with yourself and go what do I need today? There's so much light and obviously intuition there. And I see where it takes you to freedom. Doing this work really leads us to personal freedom.

Frances Verbeek 43:17

Absolutely. And creative freedom as well. We can we can have any idea and think, yeah, I'm gonna do that. Or, no, I'm not gonna do that. It's so cool.

Heather Vickery 43:26

It's so cool. Yeah, it's really cool. I love that. Fran, this has been so much fun. It's a little bit different than some of the interviews that we do. But I really wanted all of my listeners to to hear your journey and to be reminded that they have the strength, they have the power. Sometimes we just need the spark and the inspiration. So thank you so much for sharing your your story, where can people connect with you if they'd like to?

Frances Verbeek 43:53

So I'm on Instagram under The Happi Empire. And that's happy with an I to represent inner happiness instead of happiness that we

Heather Vickery 44:02

Okay, I love that. I wondered why it was an I but I didn't ask. So that's beautiful.

Frances Verbeek 44:06

Yeah. And also, my website is also thehappiempire.com Yeah, so Instagram is mainly where I hang out.

Heather Vickery 44:14

Okay, awesome. And we'll link to all of that in the show notes, friends, so don't worry about that. And as well as the book that Fran mentioned. So I want to hear from all of you. I want to know, how are you going to better connect with yourself, to understand yourself to grow your business, your heart, your soul, and do some of these things that we talked about today? Here, celebrate bigger, build what you want on your own timeframe, all of that. Will you let me know when you give me a call at 312-646-0205 and share it with me. It would be such a joy. You can also email me at Heather Vickery and co.com. I love having you here. I'm so grateful that you take the time to join us every week. Be sure to share the show if it connects with you and subscribe rate and review because it helps a small business owner out and that's what we're all here doing with one another. So I cannot wait to connect with you again next week. You can find me also on Instagram, or Facebook at Vickery and Co. This is Heather Vickery reminding you today and every single day to go out and choose bravely. Hey, friends, I want to share something really exciting with you. We already know you enjoy listening to podcasts because you're listening to this one. But I'm also betting you enjoy audiobooks. And hey, listen, if you don't already enjoy audiobooks, then it's time to check them out. That's why I'm really excited to share libro.fm with you. They are an incredible new platform for listening to audiobooks. And by choosing libro FM over other audio book services, you are supporting a local bookstore of your choice and investing in your local community. libro FM offers over 150,000 audiobooks via their primary platform, which by the way, they built with love and from scratch because they're a small business also. They even offer bookseller recommendations for great audiobook options. You can sign up right now via www.VickeryandCo.com/librofm, that's www.VickeryandCo.com/librofm. And when you do, you'll get one free audio book of your choice. And the proceeds will go to your favorite local bookstore. Now check what I just said there, you're going to get a free book, and the proceeds are still going to go to your local bookstore because libro FM makes sure that their booksellers get paid even when they give a promo to customers. I've listened to over 20 audiobooks this year alone. I especially love

listening to memoirs read by the author. And it feels great knowing that all of my purchases support my local bookstore, The Book Table in Oak Park, Illinois. Libro.fm, the same audio books, the same price, but a completely different story. Check them out right now at www.VickeryandCo.com/librofm.

Heather Vickery 47:31

Have you ever thought about starting a podcast? Maybe you've had this thought and then quickly shut it down because who has the time or you don't know how or gosh, it just all seems too hard. If you have something to share with the world, we want to encourage you to get message out, the world needs to hear it. Did you know that 50% of all homes are podcast fans? If you've ever wondered about having your own podcast or how it can increase your business, or get your message across, then please join me and the other experts from the Podcast Power Academy for our monthly free q&a session. It's called So You Want to Start a Podcast? This casual live conversation will help you understand how podcasting can be a great decision. Why now is the best time to get started, and how to get into action with it. Visit PodcastPowerAcademy.com to learn more.

Heather Vickery 48:33

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