

Andrew Olson 0:01

Hi everyone. My name is Andrew Olson and you've tuned into the brave files podcast. As you can tell, I am not Heather Vickery. I'm the guy behind the scenes that makes everything sound just a little bit better. I'm the audio engineer. In today's episode, Heather talks with internationally recognized strategist, clarity coach TEDx organizer, speaker and author Dolores Hirschmann, about how she was thrown into becoming the breadwinner for her family of six. While this experience was truly terrifying, Dolores knew that the only true failure would be in not doing everything she could to provide for her family. In the episode, Heather and Dolores discuss how often others see our strengths before we do and sometimes our dreams appear in unexpected ways through the backdoor of life, and no matter what, you're always stronger than you think you are. Before we start the show, I want to ask you a question. Have you ever thought about starting your own podcast? If so, I invite you to join me, Heather and the rest of the Podcast Power Academy team for our free monthly live q&a session, 'So You Want To Start A Podcast?' This is a casual conversation designed to help you finally get that podcast off the ground. And in case you're wondering my role in Podcast Power Academy is, you guessed it, the audio engineer. I'm here to get your sound in tip top shape and to have you feeling as comfortable as possible going into the initial records. You can learn more about Podcast Power Academy and register for our free live session by visiting [www dot podcast power academy.com](http://www.dotpodcastpoweracademy.com). We hope to see you there. Alright. Now let's start the show.

Dolores Hirschmann 1:35

clarity, action, impact

Heather Vickery 1:39

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 ask 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. Hey, everybody, welcome to this week's episode of The Brave Files Podcast. This is Heather Vickery. And I'm so glad to have you here with me. Author Colin Powell is famous for saying, "the simple but true fact of life is that you become like those with whom you choose to associate for the good and the bad." And I met today's guests in a room full of incredible powerful empowered women entrepreneurs who are seriously crushing it day after day. If you're curious, the event was Allie Brown's Iconic. But Dolores Hirschmann didn't become this incredible entrepreneur by accident. Her story is one of serious intention after she was forced to become the primary breadwinner for her family. Today Dolores, who is the host of clarity TV, is an internationally recognized strategist, clarity coach TEDx organizer, speaker and author. Wow. Dolores, welcome to the brave files.

Dolores Hirschmann 3:16

Thank you, Heather.

Heather Vickery 3:18

It's fun to read your bio. I mean, it is just exciting. It was iconic, was exciting just to be in the room with all of these women who, you know, lift each other up. I think as women, we have been taught we're getting out of this. We've been taught like, we can't all be successful at once. Like you gotta you got to push somebody down because there's room for so many women up top right?

Dolores Hirschmann 3:41

Yes.

Heather Vickery 3:41

And that, that is changing and then a room like we were in together for iconic. That is definitely not the mode of operation.

Dolores Hirschmann 3:50

By no means it was like my lifting you I know will lift me up.

Heather Vickery 3:55

Absolutely. So I love that I love that energy and I'm so grateful. to have you here with us today. So thanks for being here.

Dolores Hirschmann 4:03

Thank you.

Heather Vickery 4:04

All right. So can you share with our listeners, let's start by talking about what major thing happened in your life that completely transitioned and you had to become the primary caregiver primary breadwinner for your family?

Dolores Hirschmann 4:19

Yeah. So, you know, I've been lucky to I'm a mother of four. I'm originally from Argentina. That's where my accent is from. And I was lucky for many years, I'm grateful to my husband that I was able to be in exploration mode and, and really find my path. But it was about four years ago or so that my husband was having problems in his work and family business issues. And literally all of a sudden, within 30 days, we knew that that month was gonna be his last paycheck. And all of a sudden, I was in charge of, literally the mortgage.

Heather Vickery 4:57

That is literally terrifying.

Dolores Hirschmann 4:59

Hey, Yeah, I mean, it's not like oh, what does the breadwinner mean? It means that there's a bill at the end of the month with an amount that we know that is coming because it's been coming for 10 years. Called the mortgage.

Heather Vickery 5:11

Yeah. Mortgage Yeah.

Dolores Hirschmann 5:13

And, and, and the food bills and all that stuff. And there will be no income to cover that. I mean, with a family of four at that time, all my kids were home, nobody was in college. You know, it's, it's, we were doing really well but we were not doing so well that we're saving a lot of money because we were in the in the moment of our life where you are investing a lot in the kids and their experiences and activities. But to make it short, you know, that month and it was December 2016. I spent that month going to bed, crying myself to sleep waking up crying and saying to myself, I can't. I can't I am. You know I i have a passion project. Yes, I'm doing well. Yes, and I have clients, yes, I'm making some money. But this is not like, I can sell more shoes to pay the mortgage. Like it was like, it's not like not, I'm a coach. That's how I works. Right? And like I help people so I can, I can put in my mind, Heather, there was a disconnect between my capacity to help people and having that be the main source of financial safety for my family, somehow, in my mind, it felt wrong. And it also felt that I was not going to be able to take that role that that was not my role as a woman or as a mother or as an Argentinian. I don't know, for whatever reason, it just, I just know I can't. And then January 1 2017, I woke up and I and I was in full intellectual knowledge that I had no choice It was either I showed up and I'd be tried. Do that.

Heather Vickery 6:58

What's the worst thing that could happen?

Dolores Hirschmann 6:59

Yeah. Yeah, although if I didn't, then there was a very clear path of what would happen, you know, eventually would have to refinance their mortgage , what are the steps, right? I kept the kids out of the schools that they're in maybe change neighborhoods, maybe downside to whatever list goes on of what is possible to undo your life so that you can accommodate to a different life.

Heather Vickery 7:24

Yeah.

Dolores Hirschmann 7:24

And I was, I didn't want to do that. Like I didn't want to at least, here's the thing. I didn't want to go there without a fight.

Heather Vickery 7:31

Yes.

**Dolores Hirschmann** 7:32

And so that when when that was incredibly clear to me that I wasn't asked to provide for my family with no source of income. I had a little business or small business. I was making some money, not enough for the family, but but enough as a platform, and all I was asked to do is turn up the volume.

**Heather Vickery** 7:57

Yeah.

**Dolores Hirschmann** 7:59

And, And it was it was not so much. It was more about who, I can't like, it's hard to explain Heather but it was more like, I've always wanted to go big always wanted to play bigger. And that day and my husband said, Look, I'll take care of everything like the kids and they said that you've always wanted to play bigger, go. And I remember looking at him and saying, and I didn't mean it.

**Heather Vickery** 8:27

It was just talk.

**Dolores Hirschmann** 8:29

It was just talk. Like I was dreaming, you know, how many times that people listening to this podcast is like, you know what your dream because when the dream comes knocking in your door, which my dream came knocking on the door in the house,

**Heather Vickery** 8:42

Be careful what you ask for right?

**Dolores Hirschmann** 8:44

In the form of this kind of setback if you want to look at it that way. It was really my my dream was coming wrapped in that setback box. And I could I knew that we would be okay if I tried. I just thought I triggered my fear of success doesn't make any sense what I'm saying.

**Heather Vickery** 9:05

No, it does though, it does make sense.

**Dolores Hirschmann** 9:07

Writing to this part of me know that I can do this. And what will, what if what's going to happen event successful? Am I going to be exposed? Will I get hurt whatever conversation was around that topic is what came up. So basically, there was a full What is it? You know, in the inflammation?

Heather Vickery 9:32

Yeah.

Dolores Hirschmann 9:33

My sabotage conversations all of them showed up.

Heather Vickery 9:37

They all showed up. Except they didn't win. So what? What happened? What did you change, to embrace it to dial it up, to shut the voices down? Because girl, you did it in a big, big way. So how?

Dolores Hirschmann 9:55

Great a question. Yeah. So there's as as as you know, as we're coming This conversation there's obviously a tactical part we're not going to talk about that right now. But the tactical part the taking action part, that's what my my words are clarity, action, impact, the taking action part is a consequence of something that happens inside that for me is always around clarity and it's it was for me to really stop reacting, give myself a moment of peace and and and be with what there was and gain clarity around that this inflammation of saboteurs that all of a sudden they had this big meeting and say we're going to stop this right now.

Heather Vickery 10:41

Yeah,

Dolores Hirschmann 10:42

And so I went into the meeting with them. The higher self right I went into the meeting with them and I listened to all of them. And I wrote it down and I'm obviously I'm speaking metaphorically but what does this look like? This looks like long walks without any music.

Heather Vickery 10:58

Yep.

Dolores Hirschmann 10:58

Or company. So that I'm with my head. It means back to my journal. It means morning pages. It means crying at night, It means talking to friends. It means calling my mom crying and I'm playing victim because I knew she could hold that space but then coming up with my mom and playing like I could do it it was a little bit of fake it till you make it all of those things were part of it because the day I committed that I wouldn't unravel our life because to be honest, Heather, my worst vision was an I know my friends I want to share this a laughed at me because you know, that's ridiculous. But I literally had this vision of living under a bridge with my four children

Heather Vickery 11:48

Sure. Because things can turn upside down so quickly.

Dolores Hirschmann 11:53

Yeah,

Heather Vickery 11:53

conscious and aware.

Dolores Hirschmann 11:54

Yeah. I mean, would that vision ever realize Probably not. I have a family in Argentina. You know that because there's like, you know, someone will buy a plane ticket or whatever, there was a magic button. But that vision kept me going in that, is there anything and I kept asking myself, okay, that vision I don't want, what is it that I can do about it? Not anybody else. But what is it that I can do if I Well, I can wake up an hour earlier every morning, I can call three people every day and say, who do you know that needs a coach? I can call my clients and say, I would appreciate your referrals. This is my situation and it would love to serve more people. And literally, that's what I did. And that first month I and I'll give you some numbers I was making \$10,000 a month I may try.

Heather Vickery 12:45

Yeah.

Dolores Hirschmann 12:46

And that was the magic number then I knew we needed to pay our bills. And that was my foundation. And I kept growing from there.

Heather Vickery 12:54

So cool. And it all makes so much sense to me. It's the similar type of work that I do. Do but it's, it's easier said than done for most folks but what I love about the way you tell the story is first and foremost, you have to decide that you want a different story.

Dolores Hirschmann 13:14

Yep, yep.

Heather Vickery 13:15

And then once you've decided it, you're like, Okay, I know what I can't control what can I control? And then you just start slowly and systematically doing one of those things after the other until there's actual change and growth.

Dolores Hirschmann 13:29

Yeah, and you got it. You know, you nailed it in the head. Slowly and systematically it wasn't okay, I'm gonna call anybody I know and one day and then and then sit and wait, you know, that's forget it to the wall. No, I'm going to nurture I'm going to reach out. I'm going to be present.

I'm going to maybe do I don't know more posts on social media, go more network meetings. I hustled.

**Heather Vickery** 13:59

Yeah, yeah. You totally hustled. So the whole time you're doing this, are you aware of how incredibly brave it is? Or were you just in survival mode?

**Unknown Speaker** 14:10

I was in survival mode 100% I had a dear, dear i mean, my clients are the best people in the world.

**Heather Vickery** 14:18

I agree, mine are too.

**Dolores Hirschmann** 14:19

My especially my my long term clients, especially one that literally, we would coach, she had her session and then at the end, she would say, because she knew the situation, he said, How are you doing?

**Heather Vickery** 14:31

Yeah, I love those clients.

**Dolores Hirschmann** 14:34

You're on that moment in your life, but it doesn't take right someone says How are you doing? And then you just can't hold that even if you want to be professional. Even if you want a hold it, you can't

**Heather Vickery** 14:43

Yeah,

**Dolores Hirschmann** 14:44

so she would ask how are you doing and I would fall apart and then she will hold me metaphorically for 10-15 minutes. She's a coach herself. And listen, and she actually it was funny because at the time this particular client was going through a hypnosis training herlfef. And she's like, Can I can I? Can I? Can you be my guinea pig?

**Heather Vickery** 15:05

Yeah. Yeah. I love that. That's fun.

**Dolores Hirschmann** 15:07

And she's like, What do you want? I want to survive this thing. I want to get to this goal because I need to pay the mortgage. Okay, so she was doing hypnosis practice with me.

Heather Vickery 15:15

I need her phone number.

Dolores Hirschmann 15:16

I definitely do that. Um, so it was it was so there were a lot of angels.

Heather Vickery 15:23

Yeah.

Dolores Hirschmann 15:24

around and I allow myself to see them, to welcome them, to embrace them.

Heather Vickery 15:31

Yeah.

Dolores Hirschmann 15:32

And I was still dancing between I'm a rock star and I'm a victim.

Heather Vickery 15:38

Yep.

Dolores Hirschmann 15:39

pretty much every minute of the day. And I I honestly took me six months into this process six months into this year to look back and say, Oh my God, we are doing it. We're not done but we're doing it.

Heather Vickery 15:54

Yeah.

Dolores Hirschmann 15:55

And truth be told, Heather, it's not all you know, rainbows and roses, six months into this. I had I hit a little bit of a wall of burnout.

Heather Vickery 16:06

Sure. Well, you'd be going non stop like the Energizer Bunny.

Dolores Hirschmann 16:09

Exactly. So six months into it, I had to pause and we were kind of out of, we had more clarity in our all situation and my husband situation and you know, it's actually been a long process that we're in a lawsuit with my father in law, and any spill going as of today. We're just in a different position. But um, so there's a lot of, you know, financial and, and, and work changes and emotional because it's the grandfather of my children, and you feel attacked by your own family member. Um, so, but all of that, six months into it, I hit a wall and I was like, burned out. And

again, I had to pause and say, Okay, what is a sustainable version of this? What does that look like? So that's when I hired my first assistant. For example, I hadn't given myself the luxury of even getting help. So it's been it is whenever you go into any of these changes, and it doesn't have to be big to have a transition like this it's not that you overcome something and now everything is move is a consistent check in with yourself of Am I in the way I'm being today? Is this being sustainable? A and

Heather Vickery 17:25  
yeah,

Dolores Hirschmann 17:25  
it is being fulfilling that question be and is this being something I want to have more of in the future?

Heather Vickery 17:34  
I love that.

Dolores Hirschmann 17:36  
And no, different is I give is not attainable, like okay, go into trash.

Heather Vickery 17:41  
And being honest about it, like goes off on your Bs and go No, that's not No, we're not gonna do that anymore.

Dolores Hirschmann 17:47  
Yeah, it was not fulfilling, then. You know, it's not triage mode. It's a little bit of tweaks. And maybe it's someone that you fully want to spend your time like you want to spend your time with that version of you for the rest of your life, if that's not true, then again another shift or tweak. Not in either situation. You're throwing the baby in the bathwater. You're just checking in. That's it.

Heather Vickery 18:11  
Yeah. Yeah, I love that. There's so many great things that you share. Just to go back for a second. I really love that you are a honest and vulnerable about particularly that one client. You know, I, I've been in that position myself. And I really want everyone listening to understand that just because you are an expert or an authority in one area does not mean you you don't ever struggle. It doesn't mean that sometimes you don't need to be the student. And I give so much credit to your client who was able to be on this call with you and pay you for your expertise and get everything she needed from you and still know you were a human being that needed had your own needs and so for everybody could just take that away. That is to me, so brave, to be able to admit that we're not always strong. We don't always have all the answers. We do need support.

Dolores Hirschmann 19:07

Yeah. And then you can be holed by the people you hold.

Heather Vickery 19:10

Yeah. I love that.

Dolores Hirschmann 19:12

One of the things, one mantra that I did that I forgot to mention, every morning, I would brush my teeth, look myself in the mirror. And I would say, I support the people that support my family. I support the people support my family. And that was a big one. Because whenever I would go into a sales call, I was like, how can I really honestly help this person out? How can I make a difference in that world?

Heather Vickery 19:37

Yeah.

Dolores Hirschmann 19:37

Because if I only focused on that, I knew that the result was that I would get to do that work. And in doing so that was for my family.

Heather Vickery 19:48

That's right. And I always say that my my coach and mentor taught me that money is a byproduct of service, which is exactly what you're saying.

Dolores Hirschmann 19:57

Yea, yea, yea.

Heather Vickery 19:57

And the goal is never the money.

Dolores Hirschmann 19:59

No.

Heather Vickery 20:00

Money doesn't mean anything, if you stockpile it in your room and don't do anything with it money, helps you care for your family. It helps you support other people. It helps you reinvest in businesses where you're helping others grow. And so making sure we're focused on why we're doing the thing, why we're serving the clients, what our goals are there and not just on quote unquote, making money is so important.

Dolores Hirschmann 20:24

Yeah. Yeah. Because the truth is that you don't hang out with the banker.

Heather Vickery 20:29

You don't, right. I know. I know. I mean.

Dolores Hirschmann 20:32

Of course, it makes things easier. But, um, but it's about and that's where I started working. In fact,

Heather Vickery 20:40

yeah,

Dolores Hirschmann 20:41

clarity, action impact. And so the clarity of where I was standing on when needed to be allow me to take the action needed to take to support my family. But the flip side of my action was the impact that my clients can and have in the world.

Heather Vickery 20:56

Yeah. I love that. There's so much goodness in all of that. One of the things that I haven't yet done and would very much like to do is be a TEDx speaker. How do you get involved in TEDx? And how did that shift your business?

Dolores Hirschmann 21:12

Yeah, so that happened before my husband's situation. And and I'm, again, I'm grateful because at the time, I was running my business, being a mom with my four kids, and I didn't have the pressure of financial performing, so I could play. And so at the time, I was, you know, I was in that, you know, how we said the treasure fulfilled mentor, the long standing being. So at that point, I was doing fine, but I had a fulfillment conundrum. And there was this thing about my business that I love, but there was something missing, and I didn't feel fulfilled.

Heather Vickery 21:50

Yeah.

Dolores Hirschmann 21:51

And so I asked myself, What would I do for free all day long? And the answer to that question was I would hang out with people with really big ideas. And I had a already being part of a TEDx as a as a team member, and then opportunity came up, you know, sometimes you started an exploration in your head and the universe shows you the way, right?

Heather Vickery 22:09

Yep.

Dolores Hirschmann 22:10

um, and I listened to and someone had asked me, would you lead this TEDx here in the community? And I said, Yes. And long story short, I became the TEDx organizer for this event.

And so in that process, I learned a lot. A, I learned how even seasoned speakers because we had hundreds of people who applied to speak, and how only very few of them were really clear about their core idea and how to communicate it.

Heather Vickery 22:41

Yeah.

Dolores Hirschmann 22:42

And most of them, hundreds of them did not. That didn't mean that they have a message or didn't mean that they couldn't become a great speaker on our seats, is that as a volunteer organization, a volunteer organizer, I didn't have much time to go finding go digging into this person's work to find a was a good match for my stage or not. I needed to read an application and know, good fit or not good fit.

Heather Vickery 23:10

Yeah, yeah.

Dolores Hirschmann 23:12

And so if someone is wanting to get on a TEDx stage, the first thing I always say is like, make sure you can share your the big idea behind your work in one sentence, or six words, or, or don't bother because you're going to apply apply, apply with no results. Because it's such a competition and you're applying to a body of people are volunteering to put an event they just don't have time to dig into every application. They're not mean people. They just don't have the time.

Heather Vickery 23:43

No. Yeah. That's so valuable.

Dolores Hirschmann 23:45

You need to do the work.

Heather Vickery 23:47

Yeah, absolutely. I think that's such an important thing for people. We have so many people who listen who would like to be on that stage one day. So this is such a great takeaway. Did you have any really great reasons sources for people to help them do the work more effectively.

Dolores Hirschmann 24:04

One of the things that happened in the process of being a TEDx organizer and realizing that a that was a problem, and B i love solving it.

Heather Vickery 24:13

Nice.

**Dolores Hirschmann** 24:14

At that time masters encouraging exists the name of my company, I was operating under my , search by name. And so the volunteering for that clarified for me the work that I do today. So if I don't, if you don't mind me saying is that I hope people clarify their message.

**Heather Vickery** 24:34

Yeah.

**Dolores Hirschmann** 24:35

And then we now have a service that we've created a few years ago because even when we were teaching everything I knew on how to get on a stage to all of our clients, they didn't follow through. They just didn't do the research. They didn't do the applications. They just didn't do the full work. Very few of them did some did, but most of them didn't. So now we actually have a full concierge service where we help you clarify your positioning and your idea. We help you with your talk. And then we will do the work of researching the right stages for you, and filling out the applications following up, etc.

**Heather Vickery** 25:11

I love that. Everybody needs everybody needs that. Not everybody, but people in this industry need it. Yeah.

**Dolores Hirschmann** 25:18

Yeah. And we consistently putting people in stages. I think this two people that I just got an email this morning, that two of our clients have got selected

**Heather Vickery** 25:28

I love that.

**Dolores Hirschmann** 25:28

is a good time for that. So So I have my first client on this, which is the reason why I do this. But someone came to me and said, Can you do this for me? And I said, I don't do that. He said, Can you please try?

**Heather Vickery** 25:42

Dolores,

**Dolores Hirschmann** 25:43

I said, Well, this is what I charge an hour and he said, okay, and he was an is he's a doctor out of in Kansas, and he said I just been doing research. I'm a dentist. I have an idea with sharing. I don't want to write a book. I've been Publish in the medical journals, blah, blah, blah. I just want this message out period. And so we did that we work together. He spoke on a stage four years ago. And his talk has been viewed over 3 million times.

Heather Vickery 26:16

I love that.

Dolores Hirschmann 26:16

So his goal of sharing a message that can impact the world was fulfilled.

Heather Vickery 26:21

Isn't it amazing how the people around us often see our strengths before we recognize them in ourselves?

Dolores Hirschmann 26:27

Yeah, yeah.

Heather Vickery 26:28

Yeah, that was the same for me with coaching. My own coach. I'm telling him what's happening in my day and my week, this was many years ago. He was like, you know, your coach, right? I was like, "What, what?" Yeah, so I think that's amazing. I am curious throughout all of this, and and I'd love you very quickly to tell folks what clarity TV is. But before you get there, throughout all of this process, what's been the biggest struggle for you?

Dolores Hirschmann 26:55

No, the biggest struggle Ah, Probably the biggest struggle that everybody listening today's everybody in business, especially in business for themselves have is my positioning. And clarifying my message. Let me explain.

Heather Vickery 27:12

The cobblers kids have no shoes.

Dolores Hirschmann 27:14

Yes, exactly. The truth is that and this is if you're listening to this, hear me out in that I have been what I have friends call me the clarity Queen since I was two years old. I've always been that person that would sort things out. Make, like understand communication so that we could come to an agreement. Like I was always that person. And when I started my coaching business, I'm a coach and I said, Okay, what is my thing? What is it? Like? Yes, we're all coaches, right? But each one of us bring a personality and experiences skills that that's unique to us.

Heather Vickery 27:56

Yep.

Dolores Hirschmann 27:57

And I couldn't.

Heather Vickery 27:58

That's why there are so many of us, and we all have work.

Dolores Hirschmann 28:00

Yes, exactly. And I couldn't list all of the things, but I couldn't make sense of it to say okay, what who does this make me? What is my, my little niche? And I started asking people, friends, my family clients, what is the thing that you will always get from me consistently? You'll never doubt that if you come to me, you're gonna get this. And everybody across the board said clarity.

Heather Vickery 28:27

Yep,

Dolores Hirschmann 28:27

it's been there a long run under my nose. And I and I kind of shied away from it, because I'm like, Hey, who needs clarity?

Heather Vickery 28:34

Everybody.

Dolores Hirschmann 28:39

because it's so ,to give it Yeah, it's so easy to me. It felt like cheating if I work to build a business with something that I literally would do for free all day long, because I love it.

Heather Vickery 28:51

And that's the whole point. I told you, we both just recently read or reread the big leap. By Gay Hendricks but that's exactly what talks about like You, you have to find the thing that you would literally do all day for free, because that's your gift, but your zone of genius. That's your moneymaker. That's what people are looking for from you. And the other thing that I think is so important is that all good coaches need good coaches.

Dolores Hirschmann 29:18

Okay.

Heather Vickery 29:19

And it i'm not saying a sales pitch, like no matter what you do, if you're good at whatever you do, find somebody who's good at something else to help you be better at what you do.

Dolores Hirschmann 29:30

Because we, I said in my intro videos, we can't all give ourselves a good haircut,

Heather Vickery 29:37

no way.

Dolores Hirschmann 29:38

So we all need coaches, whether you're a coach or not, because you need a mirror through which to reflect on yourself and come up with whatever needs to shift or transform.

Heather Vickery 29:53

Absolutely, I love that. We can't give ourselves a haircut. I did that. I think that's really cool.

Dolores Hirschmann 29:58

Yeah,

Heather Vickery 29:58

What would you say?

Dolores Hirschmann 30:00

You can, but i don't recommend it.

Heather Vickery 30:00

You can you can but it's it's not gonna work. It's not gonna look good. I'm with you on that what would you say has been the biggest pleasant surprise?

Dolores Hirschmann 30:14

a ah knowing that the people that I support support me like

Heather Vickery 30:20

yeah

Dolores Hirschmann 30:22

Amazing, amazing. B oh my god this is so much fun.

Heather Vickery 30:30

But to those of you who are like maybe new to starting a business or are struggling to get yourself to a monthly income that can provide for your family, you may be going there's nothing fun about this. But when you have that zone of genius, it is fun.

Dolores Hirschmann 30:43

It is absolutely fun and fascinating and and how much fun it can be when you stop the resistant and the self judgment.

Heather Vickery 30:53

For sure.

Dolores Hirschmann 30:54

Yeah, I mean, I literally just sold one part of my business in December, which I'm like, What Like I said, I don't know if you and I have talked about it actually, you might not even know this.

Heather Vickery 31:04

I don't know.

Dolores Hirschmann 31:04

Like, I'm a service business. I'm basically a coach.

Heather Vickery 31:07

Yeah.

Dolores Hirschmann 31:07

And I'm like, I've never heard of a coach selling the business or a part of the business. And, and yet I just did and I'm in transition with them. I have a contract with them to get this part of this business setup under their brand, their multi, multi eight figure business.

Heather Vickery 31:23

That's so cool! Congratulations. I mean, the dream, build it, then build something new.

Dolores Hirschmann 31:28

Well, the truth is that I only sold one part of my core business masters in clarity and the coaching that I do isn't touched. This is one done for you service that we had under the agency. Basically, we we were we do research, reach out and get people on stages so that they can write and raise visibility. That's what we're doing masters in clarity now that it's being moved to another company and I'm overseeing the setup of the team there.

Heather Vickery 31:56

That is really really cool.

Dolores Hirschmann 31:58

And we're turning up the volume and learning The pilot just started in January with 30 clients and we're looking to enroll 250 by May.

Heather Vickery 32:05

Well, I hope I can be one of them.

Dolores Hirschmann 32:07

Oh, yeah. We can talk about it.

Heather Vickery 32:09

Let's talk about it. Tell everybody about clarity TV.

**Dolores Hirschmann** 32:13

So Clarity TV was born two years ago, it's still fairly greenish. And I don't and I love everything I do. I do it for fun. To be honest. I didn't wrap a lot of shoots in this Clarity TV, at least not in the get-go now it's got a little bit more structured than a six month but the goal of clarity TV is to interview people that are doing it that are that are have journey through their own clarity to be taking some kind of action that has an impact. Again, clarity, action impact.

**Heather Vickery** 32:51

Yep, yep.

**Dolores Hirschmann** 32:52

And so I love that you actually asked me three words because I knew

**Heather Vickery** 32:56

you have three you're ready to go.

Yes. So I am super excited that I got to be a guest on clarity TV so if anybody wants to check it out we will put the links in the show notes. But I love what you're doing everything you're doing and I just you have such a magnetic energy Dolores. I felt it right away really connected with me. We sat at a table together the very first morning at the conference and there was just something about you that felt really attractive to me. Emotionally attractive. Yeah, I don't I don't want my partner to worry it's okay I'm not I'm not leaving for not asking Dolores to leave her husband's all good. I'm curious. Do you have any self care rituals or daily grounding rituals that help you stay in this clarity, action impact space?

**Dolores Hirschmann** 33:49

I'm glad you asked. Um, I would love to answer ah like a supermodel. but I can tell you my, my, the thing that I do do and sometimes is not consistent. So, a couple things. I mean, I have four children.

**Heather Vickery** 34:10

Me too.

**Dolores Hirschmann** 34:11

So you know there's a lot of things that you wish you could do meditation for 30 minutes every morning No, know where's my shirt?

**Heather Vickery** 34:21

put your shoes on, tie the shoes the shoes have to be tied.

**Dolores Hirschmann** 34:26

It's 50 degrees, no shorts in January. Anyway. So there's a couple things number one, and this I mean I'm saying it outloud, may not be important like my phone live, my phone or my computer live downstairs.

**Heather Vickery** 34:44

Yeah, I love that.

**Dolores Hirschmann** 34:45

I don't know, I don't, it's not that I had to focus on that. This is what I do. My phone is not on my hip all day. Although when I'm working, it's on my desk. So I'm a tune in the weekends. I don't I am very careful with my evenings and weekends are doing our work.

**Heather Vickery** 34:59

Good for you. Boundaries!

**Dolores Hirschmann** 35:00

Wherever you are, yep. And I have tried all kinds of exercises. I've tried to do yoga and Barre and everything and whatever. And I've learned that what makes me happiest is fresh air. And I walk I walk pretty much every morning. I we have a puppy now. So I have to walk the puppy. And we have made some decisions in a few years. For example, I became a ski instructor last year just why not?

**Heather Vickery** 35:30

sure. Why not?

**Dolores Hirschmann** 35:32

I'm not doing it this year, because it was a big time commitment. But I will take on little adventure is one of my top values. So I'm always looking for ways to be in adventure.

**Heather Vickery** 35:43

I love that. And that doesn't surprise me because all of the ways that you move through your life in your business are so adventurous, that I can see that being a core value for you and I love that, so

**Dolores Hirschmann**

I didn't know that until I went into coaching training. And I was at And now you'll laugh. But when I found that out, this was almost seven, eight years ago my kids were very much much younger. I was in the thick of it thick of homework and lunchboxes and all that. And there was nothing that looked like adventure in my life at that moment or so I thought. So I decided that it was time to honor my adventure value. And I moved my family to Argentina because why not?.

Heather Vickery

My goodness.

Dolores Hirschmann 36:32

And the other little thing here is that I am a avid fan of Julia Cameron, Dr. Julie Cameron, The Artists Way.

Heather Vickery 36:39

Yeah, the artists way is wonderful.

Dolores Hirschmann 36:41

Yeah. And I literally just bought so it grounds me so when I I'm in a new face or like the set of my new year or, or I'm feeling a little bit all over the place. I will go back to that. That's like my go to thing. It's been my go to thing for many, many years now. And I literally just bought this Artists way journal on Amazon. Of course, I could use any journal, but I just wanted something special. And I'm back to morning pages.

Heather Vickery 37:08

I love that.

Dolores Hirschmann 37:09

And so that anchors me. So I would love to say I'm consistent with morning pages every day I'm not. But it's definitely something that is my go to when I'm feeling a little kind of.

Heather Vickery 37:18

Yeah,

Dolores Hirschmann 37:18

Flighty

Heather Vickery 37:19

That's so cool. And you know, and I, I've written two books on gratitude, their books and journals. And I do believe that daily gratitude is absolutely important. And I list gratitude, I have a several accountability, gratitude situations, I don't think you have to necessarily do it every day for it to be impactful. Or that that's the only way that it can be impactful but having it as a space to go back to, although with gratitude, at least saying it out loud, which I probably do whether you sit down and write out your morning pages, the things that you're saying and feeling you speak life to.

Dolores Hirschmann 37:54

We, Yeah, and that's something that's important. So two points here, Heather, I think I important is what We start putting judgment on our self care routines in

Heather Vickery 38:03

Yep

Dolores Hirschmann 38:04

you do like it when we're judging whether we're doing it off enough, or well enough or whatever, then then forget it. And then the other part of that gratitude, one of the things that we started when I started being more conscious of it lately in my house, and literally last night, my 14 year old has been working on a science project. And that's that I'm in bed and he's talking with my husband. And he say, he said, and I'm quoting quote, he said, Thank you, Papa for helping me out with this data processing queue or doing some fancy stuff. It made all the difference. And I was listening to it and like, how many 14 year olds thing their parents mother or father, for helping them on a project? They might thank them in 20 years when they have their own kid, but 14, not many and so I'm like, Yes, yes, something in the house is working. Maybe he's brilliant. I don't know. Maybe a combination of that. But I just was so touched.

Heather Vickery 39:06

Yeah

Dolores Hirschmann 39:06

The fact that gratitude is in my home whether we practice all day or not it's there. Otherwise my 14 year old would have never said that.

Heather Vickery 39:15

That's so cool. Yeah, I my oldest, I have been editing her history papers and our history professor or teacher. She's in high school is much more strict than her English teacher. And so she's, she's always like really helps me Mom. I'm really glad. Thank you for that. So it is good to see that in action. I love it. Dolores How do you celebrate when things go like like that? Like, you know, recognizing that the work you're doing at home makes a difference or anything big, small. How do you like to celebrate wins?

Dolores Hirschmann 39:45

Oh, good question. Well, I shared it with you. That's one to celebrate it. And it happened that my husband was home earlier today because he's a he's now he's changed careers as a physics high school teacher. And we were having lunch and I mentioned that and I cannot We just talked about it like in a grateful way in a in an acknowledgement way if you want. I think acknowledgement I mean that is speaking out loud is the best way I celebrate it like, yeah, I mean, I'm not one to party that.

Heather Vickery 40:17

I think speaking out loud and sharing is a beautiful way to celebrate.

Dolores Hirschmann 40:21

I think that that's when I will I will. Yeah, we are speaking a lot and sharing it with someone.

Heather Vickery 40:28

That's so cool. Yeah, I really value that. And I don't think a lot of people recognize that as a form of celebration. And so I love that we were able to share that with people. Because what it does, which is why I love celebration is it causes you to slow down. Acknowledge and reflect.

Dolores Hirschmann 40:46

Yeah, yeah,

Heather Vickery 40:47

that's that is celebration. That is so great. Dolores, last question. I wish we I just love your energy. We could talk for a really long time, but what is your favorite charitable organization to support?

Dolores Hirschmann 40:57

Yeah, there's a few but one that comes up to my mind and that I was actually I worked for them for seven years, I was the director of their online learning platform. It's called nifty NFTE. I think they changed their name a little bit, but it's basically a National Foundation for Teaching Entrepreneurship.

Heather Vickery 41:17

Okay.

Dolores Hirschmann 41:18

And it was born from Steve Moriarty. And basically, he works to help high school students, especially in kind of challenging neighborhoods, or are some kind of social or economic challenge, and help the kids learn the basics of entrepreneurship as a way to stay engaged with school and to potentially start and run a business.

Heather Vickery 41:44

Yeah,

Dolores Hirschmann 41:45

that is very aligned.

Heather Vickery 41:46

Yeah. I think that is so important and so impactful. And just such a gift. So folks listening, use this as an opportunity to get to know the organization better if you have something to share time, money, shares Find a way to give them a little bit of love whatever that is, and they'll be our charity of the week. So thank you so much for sharing them with us, Dolores,

Dolores Hirschmann 42:06

You can find them at NFTE.com

**Heather Vickery** 42:09

Okay, excellent. We'll have links to all that in the show notes as well, as long as as well as anything else we've mentioned in the show, we're gonna link in the show notes. So make sure you visit them because they have all the goodies in it. This is the point of the show where I get to ask you to repeat your three words, but but more than in, in two and a half years of podcasting, you're the only guest that said your three words multiple times throughout the interview, which I mean,

**Dolores Hirschmann** 42:33

We weave them

**Heather Vickery** 42:33

we weave them in. But your three words are clarity, action and impact. And I'm gonna say them instead of having you say them because you've done such a beautiful job of explaining that throughout the conversation. And it is those are the three words that move you through every element of your life in business.

**Dolores Hirschmann** 42:50

Yeah, I have it in my coffee mug. Which I will send you one.

**Heather Vickery** 42:58

Yes, please send me one. Well, I'm laughing because I'm currently drinking my coffee out of my mug that says choose bravely, which is myPodcast logo. So that's perfect. That is so awesome Dolores, this has been so much fun. Thank you very, very much for being here and sharing this story with all of our brave listeners.

**Dolores Hirschmann** 43:15

Thank you, Heather.

**Heather Vickery** 43:15

Okay, you guys, you never know what you're really fully capable of until you push yourself to the limit. And I'd like to know how are you pushing yourself into bravery today? Give us a call at 312-646-0205 and let us know. Because we are excited to help support one another as we do these difficult things, as we say, what's the worst thing that can happen as we really challenge ourselves to do just one more thing to find that level of success and happiness that we're really striving for? I love having you with me week after week. Thank you so much. If you liked the show, be sure to subscribe rate and review it, share it with friends, and consider joining us on Patreon where you can help us build this build this brave new Day after day, that is [patreon.com/brave files](https://patreon.com/bravefiles). I promise we have a level of support that will work for you. This is Heather Vickery reminding you today and always to go out and choose bravely. The brave files is proudly supported by Audible. If you enjoy listening to podcasts, you're sure to love listening

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