Chapter 1: RADICAL BEGINNINGS
Do you have a word? Think of that one word. The one you go back to time and time again. It may comfort you. It could inspire you. Maybe it motivates you. But we all have that one word. We say it too much. We think about it all the time. It is the reason why we stay up at night and wake up in the morning. We identify with it more than people may even recognize. It could be our motto. Maybe it is our slogan.

That one word.

It is powerful and enormously exciting. It ignites our life and fires us up. The heat it creates warms others. They can feel it, even if they are unable to identify it. It ushers in happiness and deflects sadness.

Just one word.

No matter what people tell you, words and ideas can change the world. They have certainly changed ours. There was a time when our path was unclear. We can still identify the time when we had more problems than solutions. We couldn’t identify our own adage. We weren’t totally lost, but we weren’t found either.

We were looking for that right word.

John F. Kennedy reminded us “as we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.” Special things happen when words are driven by passion and purpose. Lives can be changed when words are injected with meaning. As these words are then transformed into action, the result is an unprecedented level of success. For us, our journey started with identifying one word that truly made the difference.

We all have words. What is the word occurs as a theme in your life?

Your word may be passion, love, kindness, giving, purpose, family, maybe even commitment. This book is about our special word and one we think that by the end of the journey you will also resonate with. It is about a word that changed our lives and we believe will change yours. In fact, it became our personal axiom. It is an adjective, noun, and verb that we used to
describe all facets of our own life. This word jumpstarted our business, inspired our life, and is
now the word we put before others, above others, and instead of others.

That word is radical. It describes who we are, how we live, and what we strive for. Transitioning
to a radical life took time. As you'll see in the forthcoming pages, our journey was at times
anything but radical. While we came from unique and exciting roots, we faced a lot of adversity
early on. But we were always grounded in the notion that there was something bigger and
something resounding about a life that seemed more like destiny than reality.

That destiny led us to begin the process of writing this book and to use our journey through
life to support your journey. As sisters, our journeys are distinctly different but also scarly
similar. This book is our story, our collective and individual thoughts, the story of friends and
others that we have met along the way. This is our radical attempt to authentically share
with you the education we garnered that made the difference for us and for the thousands of
people we have coached and mentored.

Depending on the moment and the radical lesson at hand, one of us may take the lead while the
other provides the support. We each have our own perspectives, journeys, and experiences,
and while they have all intersected throughout our lives, those lenses are special and unique
to each one of us. Throughout this book we will share our collective thoughts as well as our
unique stories and perspectives. So with that in mind, I, Liz, will begin our radical journey.

IT STARTED WITH A RADICAL MOMENT

We grew up believing we could—and would—do whatever we set our mind to.
Believing in yourself comes naturally when you have parents who wouldn’t quit...

Our father grew up on the lower East
side of New York City and graduated
high school at the age of fifteen,
college at eighteen and medical
school at the age of twenty-two. His
rapid acceleration through traditional
education and early departure from
home was largely driven by his need
to escape his drug addicted mother
and somewhat abusive and absentee
father. Through Dads quest for survival,
he became a brilliant reconstructive
plastic surgeon who started the burn unit at the University of Virginia, created Steri-Strips,
dissolvable sutures and was the head of Emergency Medical Services for Virginia. Sadly, life
presented Dad with another challenge. He developed multiple sclerosis and was bound by a
wheelchair for the last half of his career and his life. But that didn’t stop him. He published more
than three thousand peer-reviewed journal articles through dictation while being immobile
from the neck down.

Our mother grew up with very little. Her Mom worked at Kodak
and baked and her Dad was an electrician. She spent her childhood
in Rochester, New York and attended Catholic school. She was on
a clear path to be a nun. She had a dream to be on Broadway,
but without ever having voice or acting lessons, the odds of
her achieving her dream were slim. One day she made a radical
decision to move to New York City anyway and after tireless days
and months of auditions and singing in nightclubs, she landed the
role of Maria in West Side Story on Broadway.

So we have “you can do it!” blood
pumping through our veins. Like our
parents, we come from a complicated
childhoods. Growing up with a hard driving perfectionist father
with MS and a mother suffering from anxiety and working to raise
their three kids wasn’t at all easy. Through a winding and bumpy
road we’ve been blessed to enjoy successful careers, working
一起 in the skincare industry for nearly twenty years. With
a client list that included numerous celebrities, influencers, and
everyday women across the country, we made quite a name for
ourselves.

But then something happened that ate away at our confidence...

Liz: As with most really big opportunities, there was a defining flash of inspiration. For us, it
was a radical moment that changed the environment of our own lives. We still refer to it as a
perfect storm. After being immersed in the skincare industry in Los Angeles for over fifteen
years and creating mOre than one hundred products for celebrities and women all over the
world, our business became very personal when we experienced our own set of problematic
skin issues.
After having her second child, Rachel developed a very aggressive form of rosacea. She had red bumps all over her face and was completely inflamed. She was quickly diagnosed and prescribed three different types of medication. The doctors told her that she would take these meds for the remainder of her adult life. For someone who had beautiful skin for years, this was a devastating situation. Aside from physical manifestations—the burning skin and red bumps that were lurking below the surface and ready to emerge depending on the day—Rachel was left feeling self-conscious and depressed, and had lost a real sense of confidence.

Simultaneously, I was experiencing my own set of issues and was joined by a chorus of girlfriends singing the same tune. After crossing the age of forty-five, I realized gravity was real and noticed the wrinkles, loss of elasticity, and an overall sagging of my skin. It was as if I woke up one morning, looked in the mirror, and saw a different person staring back at me. Overnight the aging fairies held a conference and said, “Girlfriend, you’ve had it way too easy for far too long. It’s time for you to wake up and smell the coffee and see what forty-five years of wear and tear looks like.” On top of it I felt the impact of my hormones changing. You know the feeling, and if you don’t, stay tuned. Weight gain, dry skin and nails, mood swings, fatigue, and an overall sense of “now what.”

For the first time in our lives, after being in the business of beauty, we felt a sense of helplessness and frankly hopelessness. Nothing we tried actually worked and made a real difference. It was hard for Rachel to look at herself in the mirror. For me, the mirror only seemed to magnify all the changes in my face, body, and skin. Our minds began to fill with negative self-talk.

But then something our father had said to us countless times started to play in our minds: To be the difference you must make the difference.

Remembering his words prompted us to look for a solution. We were conditioned since we were kids that when the going gets tough the tough get going.

So as sisters who were raised with the notion that there is always a solution to any problem, we knew it was time to get radical in our approach and find the solution.

Together, we began the journey to find a solution for our skin problems, but in the end this journey became so much more—and more fulfilling than we ever dreamed. Our challenges inspired us to find and craft a transformational prescription for skin, as well as a potent prescription for a radical life.

Dedicated to a sisterly solution, it was imperative to embrace and address both of our issues. We turned to chemists and scientists and challenged them to create the most powerful anti-aging solution, one that could defy gravity for me and heal Rachel’s sensitive skin. We told them we did not need to feel constrained by cost or margin because this was just a product that we would use and give to our friends, and we told our chemists they were free to pass it along to their wives. So with no regard to costs and with no intention of selling our elixir to the larger public, after months of research we identified the prime defect in most anti-aging formulas, then corrected it, perfected it, and clinically tested it. The results spoke for themselves. A lab compared our formulas to numerous leading skincare brands, and the potency results were unbeatable.

What we created in our little plastic lab sample bottles, and labeled with a magic marker, serum, moisturizer, eye, radically changed our skin. We both had almost immediate radical transformations. For the first time in my career in the beauty industry, I was stopped on the street and asked what I used on my skin. Friends started calling and asking what I put in the little plastic bottles that I gave them as party favors at lunch. Their skin never looked so good. Meanwhile, Rachel’s rosacea cleared and friends called her with similar problems, hoping she’d share her solution.

Sisters: Just as our father transformed the landscape of medicine, we felt compelled to share our findings worldwide to make a radical difference in skincare and ultimately in lives. This was our radical moment. We didn’t totally understand it at the time, but we just identified two mega-problems, and with care and great attention to detail, found a radical solution to both of them.

**RADICAL fact** More than 50 percent of the population is over the age of fifty, which means so is their skin!
At some point in their lives, most women struggle with aging and sensitive skin. Not just for years, but for decades. We set out to solve our personal problems but ended up doing much more. This process didn’t just inspire a skincare line, it inspired a new way to view our lives. So we got to thinking. What would happen if we took the same radical approach we used in creating this skincare line and applied it to our lives? Would it be probable, even possible, to bottle up a regimen for life as we did with our high-end potions? To be honest, it was one of the greatest formulation challenges we’ve ever experienced. Relating our journey of skin transformation to the journey of our life felt only natural.

We took the challenge and created a radical solution. Then it hit us. The principles we used to change our skin were in essence the same fundamental principles we used in our everyday lives. This process of transforming the landscape of skincare could also be shared with others to inspire them to do the same.

Radical Skincare has not only transformed our skin, it has transformed our lives. And now, using skincare as a metaphor for life, we’re helping others around the world to do the same. So how do you do that? How do you apply a winning formula to your life, and how can the simple act of using your skincare morning and night anchor and remind you of these key steps?

Using skincare as a metaphor for life is the easy part. It is incorporating key ingredients and mastering the process that is the hard part. You may be reading this and saying to yourself, “Skincare as a metaphor for life? That’s a stretch.”

Not really. Take a simple example. What is one of the things that holds us back, disempowers us, and stops us from doing and getting what we want out of life?

The answer is: our past, our paradigms, and our negative self-talk that runs amuck in our minds. But what would we all like? We would all like to be free from a past that doesn’t serve us, free from paradigms or conditioning that keeps us stuck and getting results that are not in alignment with our heart’s desires, and finally, do a mental reboot to replace negative self-talk with empowering conversations that help us win.

Whether you use our products or not, you can use a simple daily ritual as an exercise to empower you and your skin.

Imagine using your skin cleansing regimen as both an internal and external cleansing. While you’re cleansing your skin consciously think of washing away any negative self-talk, any doubts of the future or fears from the past that are not supporting you on your journey. Let them go. Rinse them away. Welcome a clean and clear palette to create a life filled with moments you love. The past, paradigms, and negative self-talk are a powerful trio and a triple threat to your happiness.

Our commitment is to share with you the ingredients and the process to create your dreams. Just as there is a formula for creating amazing skincare products, there’s a formula for creating a life you love. You might just need a pound of passion, a cup of purpose, or a spoonful of focus. We know that we can change the complexion of your skin. Our real personal payoff will be to know that we have changed the complexion of your life.

Rachel: My sister Liz is now fifty-two, and I am forty-six. In the past three years we have taken Radical Skincare from two Barneys stores in the United States to over four hundred prestigious stores in fifteen different countries. And we did this with no advertising and only word of mouth.

How?

Well, through taking a radical approach and creating radical results.

Staying true to the commitment to put the money in the bottle and not into advertising or marketing via paid celebrity endorsers, Radical Skincare has grown organically from its radical results. Having created the strongest skincare that can be used on even the most sensitive skin, we now share our skincare with a message of inspiration and empowerment with the intention of creating radical results and nothing less to transform both skin and life.

Our mission and business to date have taken us all over the world. We have spent every waking hour dedicating ourselves to our two-part journey. Our initial goal was to build a company helping people to enjoy their radical beauty with a skincare line they could trust and that made a difference. Equally as important, we also strive to share a message helping people around the world empower themselves in a radical way. As we traveled from country to country bringing new communities into our radical orbit, we connected with folks of all ages about things that really matter.

As we shared our experiences and thoughts with those we met, we realized to our pleasant surprise that Radical Skincare was just the lubricant for learning. We describe this learning as Radical Moments that inspire Radical Acts that create the opportunities to create a Radical Life that you love.
Radical Moments is how we describe eye-opening experiences that provide us with a new awareness so deep or an insight so piercing it has catalytic power—it drives us to actions that change our lives for the better and moves us to Radical Action.

Don’t misunderstand us; we’re not talking about miracles or even necessarily huge acts. Certainly, some Radical Acts are enormous—like saving a life, moving across the continent, or walking out of a long-term relationship. But more frequently, Radical Acts are small actions and steps that, when integrated into our lives, enable us to be more fulfilled and more authentically ourselves.

WHAT IS RADICAL?

The The most logical place for us to start is by defining the star of the show. The word radical has previously been tied directly to the feminist movement. But we are pro-people, cross cultural, and are building a paradigm of inclusion and not exclusion. The word radical can have a polarizing energy, one that fights against something or for something from an extreme point of view.

To that end, we believe in becoming radical in a way that goes to extremes to deliver life-changing skincare and lessons that break through the barriers and cross borders. Part of that journey resides in the notion that we will never accept the unacceptable and always strive to provide something better to the world. Radical embraces all that is possible and transcends boundaries to deliver honesty, potency, and performance to empower your skin and your life and help you build Radical Results and nothing less.

We didn’t always fully understand what the word radical meant. So before we adopted it as our mantra, our mission, and the name for our new business, we took the time to dive deeper into the meaning of the word radical and compile a list of words that go hand in hand.

That original list of words included (but has grown over the years):

- Unconventional
- Out of the box
- Against the grain
- Extreme
- Essential
- Basic
- Profound
- Deep-rooted
- Pervasive
- Revolutionary
- Evolutionary
- Fundamental
- Roots
- Basic
- Profound
- Deep-rooted
- Pervasive
- Revolutionary
- Evolutionary
- Fundamental
- Roots

These were just a few of the words we scribbled down when we were playing a radical word-game. But over time this one word has garnered so much greater meaning than even we originally anticipated. And our list has grown along with it.

Rachel: When we first started the company, radical had a connotation of really going against the grain and not conforming. That was what I thought of first when I heard the word radical. Now what I hear so much from others is that radical is “pushing one’s individuality.” From a traditional sense, it’s calling me to live outside the lines. Living outside what’s expected and not conforming to what you might think is the way to do something.

Liz: For me, when I look at the traditional definition of radical, it stands for “at the root of.” It also means extreme. So when someone says rad or radical, of extreme sports or people who are being extreme in their views and in their actions, and so on, to that end the word radical has a past and a legacy. Our definition is different from that. Our definition embraces the extreme nature of going above and beyond, about not taking no for an answer, about not accepting the unacceptable, about pushing barriers and boundaries and going beyond the ordinary to reach levels of extraordinary.

RADICAL IS STRONG

As an adjective, radical is “relating or affecting the fundamental nature of something, far-reaching, thorough, complete, total, comprehensive, exhaustive, sweeping, extensive, across the board, profound, rigorous.”

But for us, it transcends the dictionary definitions. For a long time radical was not something we defined but something we felt. It was not a word but rather a way of life. And now, for you, radical can be a conduit for something bigger. Radical can inject passion, fuel purpose, and inspire you to create something greater.

Radical means more honesty, more performance. It is really going above and beyond. As we’re thinking it through, radical is having really strong values and is driven through autonomy. It is grounded in empowerment, going above and beyond, and never taking no for an answer. It is uncompromising. Maximum performance. Tenacity. Persistence. Passion. Radical is power.
At the end of the day, your success is fueled by passion, power, and purpose.

We’ll share with you the radical roadmap to get you there, but like anything you must be invested, engaged, and do the work.

**THE RECIPE FOR OUR RADICAL SUCCESS**

Much like our Radical Skincare line, our definition for living and creating a radical life is fundamentally grounded in a harmonious blend of potent ingredients. Ingredients that add up to a radical life.

Just like baking a cake or creating a skincare line, you can incorporate ingredients in your life at different levels or doses. A little too much of this or not enough of that and your cake, your skincare line, or your life will simply fall flat. It may also lack flavor if you forget the sugar, or lack moisture if there’s not enough eggs or wet ingredients, and may come off as doughy or even burnt if you apply too much heat. Cake, skincare, and life. All the same. Success in each of these endeavors can be measured in the synchronistic mixture of the potency and combination of ingredients. Careful balance and thoughtful study to create an effective formula is a must when edging toward radical results.

Ingredients are ingredients, but how and when to use them is the key. You’ll hear more about that as we move forward. Just as there is a formula for creating the strongest skincare that can also be used on sensitive skin, there is a powerful formula that can be used to create a meaningful and radical life.

For years we have worked with some of the most influential mentors, success coaches, and spiritual leaders in the world to discern that certain ingredients are always present when people are building success and living their dreams. To that end, it’s helpful to be like a little baby duck and search out other mature and successful ducks that can help us.

As we searched for the right combination of ingredients for our skincare line, it had to be seamless with our lives. From the beginning we knew what we wanted each of our products to accomplish and resolve. This mapping out helped to build Radical Skincare from the ground up in a purposeful and well-thought-out manner. For you, mapping out your life with the end in mind will help you accomplish what it is that makes your heart sing. Just like we built the blueprint for our life-changing skincare early on, you will learn how to build a blueprint to create a life you love.

**REVERSE ENGINEERING**

From our perspective, the clearest path to accomplishing our goal was reverse engineering: identify the problem and work backwards to create elixirs that could provide the solutions. Applying this concept to your life, we all have certain traits that support us and are part of our individual winning formulas. There are other traits that we are not so good at. So we may need to compensate, add a bit more to the formula, and be a bit more rigorous in the areas that are not our strengths. But if you identify the destination, know where you are and where you are going, you can work backwards to create the journey to reach it.

Rachel: When we looked at what we wanted to create, it was purpose driven. We were truly driven and propelled by purpose. Our purpose was that I had rosacea after my second child, and my skin completely changed and my confidence was down. I was embarrassed to go outside. Together, as sisters, we wanted to fix our problems. Growing up with our father, and in an upbringing like ours, we learned that whatever the problem was, and at times they were BIG, if you had passion and purpose to fix it, it could and would be done. So we came together with purpose to meet our sisterly needs that plagued us at different stages and ages of our lives. That’s where that initial drive came from. We saw that there was a problem and we were going to fix it. We wanted to give ourselves an opportunity to look our best and feel better.

When it comes to formulating your life, many ingredients are at your disposal. Not everyone is going to have the same ingredients. Our dear friend Lavinia Errico, who is the founder of Equinox Health Clubs, shared the ingredients she used to create a radical life: “Courage, tenacity, and guts—these ingredients allowed me to understand that I am a strong person. The biggest thing is having the courage to figure out who you really are. Everything starts with you. What is your truth? Find strength and courage. Find autonomy. Just believe. Believe in the universe. Believe that everything will be fine no matter what the outcome looks like. Practice gratitude and acceptance on a deep level. Feeling good comes from within. Take the journey of self-discovery.” Recently Lavinia’s husband developed cancer. As brutal as the diagnosis, treatments and fear were, she refers to the process as a blessing that brought courage and honest sharing to the forefront. Lavinia uses even her greatest life challenges as fuel for her growth.

Many who suffer from skin conditions report experiencing low self-esteem, lack of confidence, anxiety, and depression.
Tracey Woodward grew up with a drug-addicted mother who forced Tracey to raise her little brother at the cost of a traditional education. At the age of fourteen, Tracey still could not read or write. But Tracey would not let her lack of education get in the way of her dream and belief of future success. She simply would squeeze her size 5 1/2 foot into a size 3 shoe and attend an interview for a counter girl for Clinique. She got the job and, since that day, dominated in excellence in the field of beauty. From Clinique to Donna Karen and now a strategic advisor to the mega-companies like M&S, Tracey still asserts that her core values allowed her to survive and thrive. She told us the radical ingredients she adds to her life are: “Honesty, compassion, balance, self-belief, and enthusiasm. Additionally, charm and good social skills are essential for success. People never remember what you say or do, but they always remember how you make them feel. So make them feel the best you possibly can, and in turn you will also feel good. Think about how you want to be treated, and understand that we are all mirrors of each other. To get it, you have to give it, so why wait to get it? Just give it to everybody until it comes back to you!” She continues, “Goals are important for moving forward. We can always ask ourselves, ‘What’s next?’ This will help keep us goal focused and will allow us to visualize a better life. Positive visualization is powerful. Remember, we can’t change the past, so instead of dwelling, we need to move forward. Also, it helps to remember that we are all the same. If we can just talk openly and have no element of shame about who we are or where we come from or how we got here, it is very easy to move forward without the baggage. The only person holding you back is you. Whether you think you can or you can’t, you are right. It is hard to go out and make opportunities, but you can if you choose to. You only have one life. This is it. So plan what you want to achieve and make the most of it.”

Our friends above do a great job of sharing the radical ingredients they chose to mix together. Remember, the process is grounded in finding the right mix and the right strength. With it, miracles can happen. Your radical life will be manifested. But it takes time. And effort. And tinkering. And the absolute desire to succeed. We all want a radical life. Our goal throughout this book is not only to give you hope, but to show you how hope can become reality and turn your dreams into achievable goals.

**RAW HONESTY: YOUR STARTING POINT**

An important starting point is to honestly take a look at where you are right now. You have to know where you are to know how to get where you are going.

What our two amazing friends and mentors above remind us is that you have to get honest with who and where you are today so you can figure out where you want to be tomorrow. Have gratitude and acceptance and then embrace a new way of getting where you want to go.

We all experience life in a certain way. We do it in a radical way. For just a moment assume that you want more and that it is possible for you to have all that you want, but your way isn’t getting you there. If you are not getting there your way, then why not try ours. Try getting radical in your approach. What do you have to lose?

It was an event honoring Radical Women who make a difference where we met Tori Cowen, who in 2014, was crowned Miss Florida. Tori is a real inspiration. During her tenure, she drove over 5000 miles per month, speaking to thousands about reaching their dreams. Her message is simple: no matter what walls are before you, getting radical in your viewpoint and your approach can take you there.

Tori shares, “As a woman, when I am faced with a challenge, the first step I take is changing my viewpoint. A challenge can look like an unmovable wall in front of your face. Yet, you will never know the benefits of what is behind that wall until it is removed. So I challenge you today to change your viewpoint. Imagine what it would look like if that wall was removed. Imagine how your life would look, how it would change, how it would evolve. What would it feel like if you overcame the challenge? Conquered the unconquerable? Then, write down the necessary steps it will take to overcome the challenge, with the benefits in mind.”

Life can be a blur, but by being radical and thinking radical in the moment, so many doors will open that will create new roads and opportunities to be all that you can be. By being radical, you can have a life full of love, abundance, and ultimate fulfillment. Imagine what that would look and feel like for you.

To that end, the next few chapters will break down what we view as the radical ingredients you’ll need to build a radical life that you love. When you incorporate these ingredients into a formula for your life, we are confident that you will begin to transform your life into an exciting and extensively radical one.
Chapter 2: RADICAL YES
We are all very familiar with that small and concise three-letter word, which is often perceived as more powerful than any other word in the English language.

Never forget it.

With it, you can crash through the floodgates of possibility.

It should always be on the tip of your tongue.

E.E. Cummings said, “It is the oldest living thing.”

It breathes life into each of us.

And trust us when we say that with this word, you are armed with opportunity and always at the door of great success.

Just say it.

Yes.

Louder.

Yes.

You can never even imagine what could happen if you just say yes. And so when it comes to radical ingredients, yes may be the first one we take off the shelves. One of the first ingredients we have identified in our quest to mix an elixir for a radical life is welcoming in a life filled with Radical Yes and never taking no for an answer.

- Martin Luther King Jr. was told that equality was not possible.
- Rosa Parks was informed she would have to give up her seat in the back of the bus to a white passenger.
- Henry Ford was left broke five times before he founded Ford Motor Company.
- A newspaper editor fired Walt Disney because “he lacked imagination and had no good ideas.”
Albert Einstein didn’t speak until the age of four and didn’t read until he turned seven.
Charles Darwin was often chastised by his father for being lazy and too dreamy.
Socrates was called “an immoral corrupter of youth” and sentenced to death.
Thomas Edison made one thousand unsuccessful attempts before inventing the light bulb.
Winston Churchill failed the sixth grade.
Jerry Seinfeld was booed off stage during his first standup performance.
Monet’s style of painting was consistently rejected and mocked by the artistic elite.
Only after Isaac Newton failed at running his family farm was he sent away to Cambridge by an angry uncle.
Orville and Wilbur Wright built hundreds of failed prototypes before they created a plane that could get airborne and stay there.

Before becoming president, Abraham Lincoln was sent to war as a captain and was demoted to the lowest rank of private before he returned home.

At his first audition, Sidney Poitier was told by the casting director, “Why don’t you stop wasting people’s time and go out and become a dishwasher or something?"

And the list goes on. A no comes in many forms. Each of the renowned men and women above were told “no, you cannot.” But they did. And their gift to society is vast. The world would be a darker place without the people mentioned above (especially Edison). We all have similar journeys. You have to go through a lot of no’s to get to even one yes.

Every single change the world sees starts with a Radical Yes!

Responding to the no’s is just as important as accepting a yes. To make a difference, you have to have thick skin. You have to be willing to be so dedicated to your craft and your vision that you are unwilling to allow the opinions of others to sway you from your ultimate passion and purpose.

Radical means never taking no for an answer. The successful people we know who persevered in their goals and continued to move in the right direction, regardless of the number of no’s they received on their journey, did it through accepting no other answer than a yes.

Remember, you may always be just one step away from reaching your goals. We have the power to say yes to happiness and a multitude of opportunities that await us. We can decide to live the life of our dreams. However, to do so we also have to be willing to step outside of our comfort zone.

Radical Yes means embracing the things that both scare and excite you. It means pushing your own boundaries, breaking through your personal ceiling, and knowing that you can hit an achievable goal. Fear is a choice. Sure, there are times when there is reasonable and perceivable risk associated with choices. But fear is a state of mind, and ultimately it is your decision whether you should acknowledge your fear or simply ignore it. In fact, your goals should be just a little uncomfortable, scary, and fear inducing. It keeps you honest. It tests your tenacity. It calls for grit. From the formulation of your life, the process of applying a new application, a new tool, or a new ingredient can slightly alter the path or direction of your journey. But saying yes to the opportunity, experience, or potential can often be the differentiator.

We call this the Radical Yes.

A Radical Yes encourages generosity and giving and allows it to be part of your everyday life. Generosity doesn’t have to be something so sacrificial that it’s taxing or becomes a hardship. It’s the nature of going beyond, in a moment, to make a difference because you can. It is about saying yes when others may just say no. It is about acting even when the action and its results are uncertain. Not because it’s required or expected or necessarily needed, but the act itself makes someone’s moment, day, or life better, which impacts the richness of your moment.

Life is a series of moments, and the more radical moments we string together, the more radical our life can be. It’s the small moments of grace and proactive, positive creation that set the stage to make the change. Say the Radical Yes to generosity and know that it can be the smallest of things that make a radical difference in someone’s day.

Of course, yes is a word that can also yield incredible power and momentum in the wrong direction if it is not used with judgment. So clearly we are not saying yes to things we intuitively know may destroy all that we intend on creating. Rather, say yes to new experiences, people, places, hobbies, etc., instead of “no, I am too busy, I can’t…the kids…my husband, etc.” You are embracing the freedom to say yes and knowing that the world will still be there when you return. In fact, the world will probably reward you when you say yes. And when you return you may do so with a renewed sense of richness, stories, energy, and vitality to share.

Liz: At twenty-five, I moved to Los Angeles. The move was not planned. I did not know anyone there. I didn’t have much money and had no guarantee of success. It all started because I took a “buying trip” with a friend who owned a boutique. I always liked the idea of year-round sun and palm trees, and I had been to LA only once before at age eighteen. So seven years later I thought I would take another look at California from a different vantage point.

I was a stockbroker in Virginia at the time, and my manager set me up with Cynthia, a successful female broker in Beverly Hills. She and I were comparing career notes and talking about our lives, our boyfriends, and all the things that were causing us untold pain, along with our desire...
to be, do, and have more. At the end of lunch she said, "Come on, move out to California. We are going to be best friends." (And in fact, to this day, we are.)

To most, including me, that sounded rather insane. My business was in Virginia, my family and friends were in Virginia, the home I had purchased was there, and I didn’t have a lot of money. I was also in a destructive relationship that I seemed incapable of ending for good. So I thought, Maybe three thousand miles of distance will fix it! I said yes and proceeded to call all of my friends and clients to inform them of my decision to move to LA before I changed my mind. I wanted to put enough pressure on myself that I would stick to this decision and embrace this new adventure. It would be too easy to go home, get back into my routine, think of all the reasons why I shouldn't take a risk, or play it safe and succumb to the fears that seem more practical and legitimate than following a hunch, radical intuition, and a dream.

So there it was. The little yes that totally changed my life. Within two weeks I moved to Beverly Hills, California, with my clothes and my car. I moved into a hotel that I got a discount on since my brother worked for the company, and I began a new life.

As I looked around my room with rolling clothing racks stacked two deep, I wondered what I was thinking. But I had a vision. And the possibilities that lay ahead simply had to be better than what lay behind me. I knew who I was and what I had in Virginia. I knew the life path that I was inching down, and it was not reflective of my dream. Of something bigger. Of me being more and taking risks and stretching. So I took a deep breath and kept my sights focused on my dream and vision of possibility.

Within three years I had built a successful business and was on my way to managing half a billion dollars. I had traveled the world, and I would soon meet my husband. All of this became a reality because of a chance meeting, saying yes to a dream, and taking a risk.

A goal that doesn't reflect extreme desire has no real excitement, emotion, or energy behind it. The passionate feeling of engagement and desire is an ingredient that will drive a person to do what it takes and also puts the universe in action to deliver your heart’s desire. People are afraid to fail, so the fear of wanting something and not having it happen or achieving it can be paralyzing. Part of being radical is to suspend judgment and give yourself the generous gift of believing and owning a desire even if you don’t know how it will occur. And that starts with embracing the opportunity to say yes. The best news is that these occasions present themselves almost every day. Life presents us with a myriad of opportunities to which we can respond with a Radical Yes!

A life centered on Radical Yes is one where a father dresses up to have a tea party with his daughter, the “princess”; it is a dissatisfied employee quitting her job to follow her lifelong dream of starting a non-profit; a stay-at-home mother opening an online cupcake company to fill her downtime; an unhappy wife taking a trip out of the country on her own to find meaning in her life; a young man converting a room in his apartment into an art studio so he can paint after work. But, most importantly, it is saying yes when you were once inclined to say no.

Remember, it was the yeses of Martin Luther King Jr., of Walt Disney, of Henry Ford, of Rosa Parks, of Albert Einstein, and of so many more great thinkers and visionaries that literally changed the world. They each maintained their respective dreams and relied on their own unique sets of ingredients to reach their goals and fulfill their destinies. They were each radical. And they each whispered the word yes over and over again while every other person around them was yelling no. It was that Radical Yes that led the way and maintained the light needed to guide them through the darkness of a world filled with no’s.

The following is a framed quote that hangs on the wall of Cynthia's bathroom as a reminder to her.

Get Radical. Say Yes to life!
References


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