

BONUS: Success Week



Full Episode Transcript

With Your Host

Tobi Fairley

[The Design You Podcast](#) with Tobi Fairley

BONUS: Success Week

You are listening to the *Design You* podcast with Tobi Fairley, a bonus episode.

Welcome to the *Design You* podcast. A show where interior designers and creatives learn to say no to busy and say yes to more health, wealth and joy, here's your host, Tobi Fairley.

Hey, friends. It's Tobi coming at you with a bonus episode because I have something very special coming up that I don't want you to miss. It's called Success Week. So, here's the thing. I am on a mission to help redefine success. Why? You might ask. Well, it's because we are collectively over it. We're tired of hustling. We're tired of being overworked and underpaid. If the pandemic taught us anything, if it did anything for us, it helped us realign our priorities. It heled us remember what was important and that life is short.

And we have dreams, and that we want to go after those dreams on our own terms. And evidenced by the great resignation, you know the one, where we've seen thousands of people leaving their jobs for something more fulfilling. Well, we now know that the pandemic led many of us to rethink our work and the way we spend our time. Recently I created a four part podcast series called Redefining Success. And those are by far the most popular episodes on my podcast in the last four years.

More than 20,000 of you listened to those shows and many of you reached out to tell me just how much they resonated with you. And in these episodes I tackled topics like those unsustainable workloads that many of us carry, as if they're perfectly normal and expected of us. Because our culture tells us that those who really want success must sacrifice sleep and our wellbeing all in the name of the almighty dollar. Yes, hustle is the name of the cultural success game.

In these episodes I also revealed the lure of the luxury lifestyle and the lies we're fed that living like the elite is the ticket to our dreams. But the examples we see of those elite lives are mostly just highlight reels. And they're rarely a roadmap to profits or fulfilment. And I also topped off that series with all the ways that I'm redefining success for the next decade.

[The Design You Podcast](#) with Tobi Fairley

BONUS: Success Week

That's right, I hit 50 and I'm determined to make my 50s the time that I really align my values, and my creativity, and my gifts to create a life with impact and meaning. Sounds amazing, right?

I knew this was an important series but let me tell you, after hearing from all of you and what it's meant to you, that has really opened my eyes to how much work we have to do to unlearn what we have been taught about what it means to be successful. That's why I've decided to give you what you've asked for and teach you how to create success, your very own version of success on your terms.

But instead of just teaching you like a traditional webinar that I might have done in the past where I talk to you for say 90 minutes in classic Tobi style and then send you on your merry way, we're doing something completely different this time. I want to break this whole redefining success challenge down bit by bit and show you what it really takes to have the tools and the guts to get off the hustle bus and carve your own path to success. But I've got to warn you, it takes a pretty big shift to really create this kind of life.

I see many designers and creatives every single day, every single week that are exhausted and burned out. And they're talking about wanting rest and wanting balance. More than anything in the world they think they want that. But when it comes time to really change their reality guess what? It's easier said than done because what you don't think about is those opportunities, and those clients, and those fancy invitations to industry events. And all the stuff that is so exciting doesn't stop coming.

It's all that stuff that's just more of the same, that requires hustling and hobnobbing but they keep asking us. And you all, saying no is hard and FOMO is real. So, to really step off this exhausting path off the hustle bus it takes strength, and courage, and gumption because you have to say no to what you've always done before and be willing to do things completely differently. So, I want to invite you to join me for Success Week, five days of trainings and Q&A that dive deep into what it takes to make a real success shift.

BONUS: Success Week

This weeklong immersion is designed to help you master your mind, to redefine and reach new levels of success in your life and your business on your terms. So, from March 28th to April 1st, I will be coming to you every day that week live for 90 minutes starting at 11:00am Central. And I'll start each day with a brand new training to reveal some of the exact steps and strategies that I used to redefine success in my life. I'll teach you how to manage your mind and coach yourself through these big life altering shifts.

I'll teach you how to get comfortable being uncomfortable because really living through FOMO and not saying yes is really uncomfortable. We'll learn how to bust through your upper limits that have kept you at the same level of success and profits for years. And I'll teach you an idea I call super thinking, it's a new way to apply critical thinking to create million dollar ideas. And then we will completely redesign how you think about both time and money.

Each day after the trainings, we'll move into a Q&A where you can ask me anything about applying that day's principles to your life and business. And then if that weren't enough, every day you'll get the replay and a daily exercise workbook to help you expand upon what you learned that day and envision exactly how it applies to your goals to create your new version of success.

Now, all the live action for Success Week will be happening in our Facebook group called Design Biz Disruptors, but we're making it easy on you to register. So, all you have to do so you don't miss a minute of the fun of Success Week is head to tobifairley.com/successweek and get signed up. I'll see you there friends, we are redefining success, so cheers you all to success on your own terms.

Thank you so much for listening to the *Design You* podcast, and if you are ready to dig deep and do the important work we talk about here on the podcast of transforming your mindset and creating a scalable online business model, there has never been a more important time than right now. So, join me and the incredible creative entrepreneurs in my *Design*

BONUS: Success Week

You coaching program today. You can get all the details at TobiFairley.com.