Debbie Ford will be the first to tell you it was her darkness that launched her career. Her sister Arielle Ford will be the second; she once said Debbie started shadow work because “she had the darkest shadow in America.”

Debbie Ford’s fears and insecurities allowed her to be vulnerable and stand before millions of people around the world. Her inability to learn in traditional ways expanded her mind and caused her to strengthen her spiritual connection. Her fear of being “less than” drove

The Best Year of Your Life

Debbie Ford talks about creating your best year ever.

by Kathy McGee
her to write five New York Times bestsellers and create a nationally recognized coaching program at JFK University. Her shadow and her ego, with all their flaws, have led her to who she is today.

The gift that Ford shares with the world is her raw courage to tell the truths our weary souls long to hear. For more than ten years, Ford has been lecturing and leading workshops around the country, bringing to life the processes from her life-changing books.

In the 1998 book The Dark Side of the Light Chasers: Reclaiming Your Power, Creativity, Brilliance, and Dreams, Ford took her dark side, her shadow, and embraced it. "The quickest way out of pain is through it," Ford writes. "If there was a way to hide or achieve emotional wholeness another way, I would have found it by now."

It was the pain of Ford's divorce and memories of her parents' divorce that inspired her to write Spiritual Divorce: Divorce as a Catalyst for an Extraordinary Life (2001). Ford's words gave millions of people hope: "The end of your marriage can be the first step toward personal power, joy, and the freedom to create the life of your dreams."

In The Secret of the Shadow: The Power of Owning Your Whole Story (2002), Ford explains that we do all this work on ourselves, but if we're not living outside our story, we're just living inside the drama. How many of us are stuck in a story — "No one understands me," or "My mother didn't love me," or "I'm not good enough" — that keeps us from moving forward? "All of my dreams came true outside of my story," Ford writes, "but inside my story, nothing would have been possible."

The more Ford worked to help people "reclaim their brilliance," the more she realized most people have goals and desires they can't seem to attain. "Each choice we make alters the direction of our lives," Ford writes. "If you want to know what your life will look like in the future, all you have to do is examine the choices you are making today."

The Right Questions: Ten Essential Questions to Guide You to an Extraordinary Life (2003) is just that: 10 questions to help you make the right choices to achieve your dreams (see sidebar, p. 58).

The Best Year of Your Life: Dream It. Plan It. Live It. (2005) is about embracing a vision of yourself at your best and developing the qualities to take you there (see sidebar, p. 57). "The best year of your life is about becoming inspired by yourself, loving who you are and the choices you are making," Ford writes. "It's about living each day grounded in reality, with passion and excitement for life. There is no finer contribution you can make to the world than fulfilling your highest potential."

In the following interview, Ford shares her thoughts on the shadow process, eliminating self-defeating behaviors, and creating your best year ever. To learn more about Ford, visit www.debbieford.com.

Kathy McGee: Before we get started, I have to ask — was 2006 absolutely the best year of your life?

Debbie Ford: (Laughs) Well, it's a hard question to answer. In almost every area of my life, it was the best year. In the past year, The Best Year of Your Life came out in paperback, Spiritual Divorce was rereleased, my coaching program gained national recognition, and I'm a featured expert on an upcoming ABC-TV reality show.

But the best year of your life, the concept in my book, is not "is everything going perfectly or am I feeling as happy as I want to be?" It's at the end of the year when you're looking back, asking, "Who am I today compared to when I started this year?" and "Am I inspired by the person I am today?"

So, I would say in that realm, the answer is yes. I'm inspired by the challenges I've taken on and how I've shown up. I'm inspired by the fears I have faced, which have been a lot. My relationship with my child is beyond anything I could ever imagine.

McGee: I was poring through your books, to find a good entry point for our retailers who may not be familiar with your work. Examining the 10 questions (The Right Questions) is one point, but I think you need to work on your shadow (The Dark Side of the Light Chasers) and on your stories (The Secret of the Shadow) before you can really embrace The Right Questions or The Best Year of Your Life.

I'm wondering if by working on The Best Year of Your Life and getting to know your work, people might then be able to go back and explore the shadow process.

Ford: That's so great. That's really why I wrote The Right Questions and The Best Year of Your Life. I have a huge audience, but we found that most people were scared of their shadow. They're just scared. They don't want to go there. They're scared they're going to find something horrible.

I wrote The Right Questions because I realized so many people were struggling to create what they wanted. I have 10 either/or questions so you can see the positive and negative consequences of your actions at every moment. The questions are an easy tool to carry with you. Then, just before you eat that cheesburger, you can ask yourself, "Will this bring instant gratification or long-term fulfillment?" Before you start to do something, ask yourself, "Is this an act of self-love or self-sabotage?" Or, "Is this moving me in the direction of my dreams or keeping me stuck in the past?"

The Right Questions allowed many people to come to the shadow because they felt safe. They were already moving forward. When people are moving forward they are able to admit, "Wow, maybe
there's something deeper.” They’re not as scared. People are really scared when they’re stuck.  

**McGee:** In *The Right Questions*, you wrote, “In any given moment we’re guided by one of two maps — a vision map, which is a deliberate plan for our future, or a default map, which is made up of our past.”

Our survey results repeatedly show most retailers expect their business to be “about the same or slightly better than last year.” Do you have suggestions on how to take quantum leaps, perhaps getting unstuck or looking past self-limiting beliefs?

**Ford:** (Laughs) Read *The Best Year of Your Life*. What you’re saying is a microcosm of what’s happening in the world. The resignation is so deep, we think it’s all right if we just do as good as last year or maybe a little better.

Especially those of us involved with the New Age — we’ve heard so much and done so much that we sometimes stop. We really need to create a vision and revisit it every six months.

I love the idea of a simple vision map — go out and find five magazines that turn you on and spend 30 minutes cutting out words and pictures that have meaning. (See page 70 for more on creating a vision map.) You can quickly see what wants to be stimulated inside of you. Then ask yourself, “How can I create this for my business?”

**McGee:** You said it’s important to create a powerful intent, because you’re either being guided by a conscious intent you create on a daily basis or an unconscious intent from your past. How do we distinguish between the two and create a conscious intent, when we’ve probably been operating on unconscious intent all along?

**Ford:** That’s a great question. I think the easiest way to find your unconscious intent is to look at the places where you haven’t gotten what you wanted. And then ask, “If I had an intent that was perfectly consistent with these results, what would it be?”

If you haven’t grown your business, if you haven’t been able to cultivate good employees, just look and see what would be consistent with creating that. We are creative beings, so we’re always creating realities, whether we’re aware of it or not. If we can discover the unconscious intent, we can then insert a new intent on top of it. You can just say, “I want to have the best, most successful year in my bookstore in sales,” and then close your eyes and listen to what surfaces.

**McGee:** Once we’ve created a vision map, what else can we do?

**Ford:** Anytime you do something, a year is a good demarcation, whether you start in January, June, or October. Say, “Okay, starting this moment, I want to have the best year of my life.”

Then ask yourself, “What do I need to clean up from my past?” Make a list of all your unfinished business. Sometimes lists are daunting, but whatever has been lingering in your consciousness, whatever you’ve been putting off, put it on a list and schedule time to finish it. That’s how we can move on right away.

I love the saying, “The guilty seek punishment.” If we don’t clean it up, all the unfinished stuff lingers around. We feel bad about it, and we feel guilty about it. We know it shouldn’t be like that, but then we seek out experiences to beat ourselves up.

**McGee:** You mean we have to clean up the past to move on to the life of our dreams?

**Ford:** If there is anything I could give people, it’s for them to understand how vital that is to moving on. We must clean up the past, get those things out of our psyche and our consciousness. We clean it up and learn the wisdom from it.

If we have unfinished business, we can’t move forward because we’re dragging our past around. What do you need to clean up from your past? Make yourself a list. I tell people to make their lists and, even if it’s six months out, schedule a time to complete the task. Then, all of a sudden, you start to have freedom to create the best year of your life.

Keep the list in front of you and try to accomplish two things a day. Maybe it’s returning two phone calls or two emails. Or maybe it’s even telling someone, “I’ve been saying I’ll meet you for lunch, but you know what, I’m not going to meet you for lunch.”

Maybe it’s stuff that needs to get fixed, a drawer that needs to be cleaned out, or a relationship that needs to come to completion.

If we just did that in our relationships, we would have freedom. Do you need to tell someone you’re sorry? Do you need to buy someone a gift? Or tell them you’re not going to buy them a gift? Ask yourself, “What would it take for me to be whole with each person in my life, with each part of me?” Make a list and take care of unfinished business.

**McGee:** It does seem daunting to go back into every relationship you’ve ever had and try to figure out whether there’s unfinished business. Any suggestions?

**Ford:** Yeah, I would say start with the worst ones. (laughs) I’m always about taking the worst on, because once you deal with the worst, the other ones are easy.

When I do my meditations, I look for places where I might have integrity issues, anything from the past, because I’m always trying to evolve.

I’ve done so much of this work. In the beginning it was so scary, but I did it anyway. I started doing this more than 25 years ago as part of my 12-step work. It was so hard to make amends, but then it got easier and easier.

We have a karmic right and wrong. It’s not about other people, it’s about us. When we’re right with us, we’re free — free to live the...
McGee: So often you go back to make amends, and the other people aren’t even aware you wronged them.

Ford: No, they don’t even know! They don’t even care! You have to do what you have to do for you. If you were supposed to get a lesson and you didn’t get it, you will just keep creating situations in your life until you do get it.

McGee: In a radio interview, you once said, “Don’t say you’re ‘trying.’ You’re either doing something or you’re not doing it.” So often, we think we’re trying to improve our business, but we’re really not. How do we get unstuck in “trying”?

Ford: If your business isn’t increasing, you need to look and see if your vision is clear. I coach people all over the world, and I tell them the universe can’t take you someplace you don’t see.

I use the analogy in The Right Questions of a car trip. If you just say, “I want to have a better business,” that’s like saying, “I want to go to the South.” Where in the South?

How much better do you want your business? You need to get really specific, and you may have to modify your course. You need to start with a very, very strong vision, because then you can wake up every morning and say, “What do I need to do to get there?”

If you were going on a road trip, you wouldn’t look at your map once a week or once a month. You’d look at it every day. Say, “This is where I want to go.” Then, ask yourself, “What can I do today to get there?”

That is where we’ve got to go with people. Whether it’s a New Age retailer or an individual, we’ve got to inspire them to have clear and concise vision. And know you can change your vision. Maybe I say I’m going to New York, but all of a sudden I wind up in New Jersey and I love it. That’s okay — you can change your vision.

We need to be clear about it. We have that picture, and we hold it in. We have the intent to get there, and we’re taking those steps. We’re taking really good, strong steps. I don’t think the universe can guide us. I think our souls know.

McGee: One of the things I absolutely love about you, and what makes you so effective, is your willingness to share so much of yourself. In your books, when you’re in pain, the readers feel your pain and think, “Okay, Debbie went through this. I know I can deal with it, too.”

Ford: And I think that’s what I love about me ... it is an ongoing movie over here. It’s a saga — the darks are so dark and the lights are so light.

McGee: You went through many dark days before you ever came to the point you’re at now. How did you get rid of the self-criticism, the self-doubts, the feelings of inadequacy?

Ford: I haven’t gotten rid of it. (laughs) When I dip into my story [the negative internal dialogue that keeps us stuck], it’s there anytime I want to revisit it. It’s part of the collective unconscious, it’s part of our humanity. But today, I know that’s the inside of my story.

When I feel like I’m being self-critical or insecure, I know that I’m deeply in my humanity. Inside our humanity, inside our story, it’s all fear-based. We compare ourselves, think there’s something wrong with us — we’re not smart enough, pretty enough, don’t have the right whatever.

I try to pop myself out of my story and into my divine self. I ask myself, “What do I have to do right now? Do I need to get on my hands and knees and pray? Do I need to meditate?” It’s as simple as asking, “If I totally trusted and were in connection with the Divine right now, what would I hear?” Start to listen to that new frequency.

It’s only when we have the courage to face things exactly as they are without any self-deception or illusion that a light can develop by which the path to success will be recognized.

and it raises you right out of your story.

I think what you just asked me is so vital to the process, because most people are trying to get rid of their self-doubt, their self-criticism, and their fears. You can’t get rid of it. It’s part of your humanity.

McGee: And by trying to get rid of it, we’re creating more fear and digging ourselves deeper into our story.

Ford: Exactly. There are things in our karma, we are going to have experiences that will make us unhappy. We are going to grieve losses and changes, whether it’s our children leaving, our ex-husband fighting with us, or our mother passing away. We’re going to have these experiences, but there’s a false expectation that everything is beautiful when you arrive (at your divine self). You want beautiful moments — I have the lightest, holiest moments of my life. Every week, I’m just blown away that I could be that high on this earth (laughs), and then I have days where I go to the depths of my shadow.

McGee: Still, after all this?

Ford: After all this.

McGee: You once said fear is the underlying reason for all our emotional issues. You asked, “If you could see or taste fear, what would it look or smell like?” Since we live in such a fear-based society, can you elaborate on this?

Ford: First, we have to understand fear is a healthy human emotion. Part of my work is always the disidentification process. If I say, “I have a lot of fear today,” or “My fear is visiting me today,” it’s different from being in my fear and being scared to death and paralyzed. If I have the feeling of fear, I start to disidentify by asking, “What does this feel like today? If this fear had a face, what would it look like? Is it a scared little girl or is it an angry old woman? What would it smell like? What would the mood be around it?” You have to give fear its own personality, its own persona, one that’s different from
The Best Year of Your Life

Having the best year of your life is about embracing a vision of yourself at your best and then developing the qualities that will take you there. Debbie Ford’s The Best Year of Your Life is a call to action — it’s a guide to making this year so special you can’t wait to jump out of bed in the morning and begin your day. The best year of your life is possible no matter what is going on around you. All you have to do is dream it, plan it, and then, live it.

Dream It — create a future grounded in reality

Create a powerful intent

Intent precedes manifestation; it is the guiding force that gives you the power to choose your destination.

You are guided by either a conscious intent you create on a daily basis or an unconscious intent from your past. For this to be your best year, you must create a powerful, conscious intent and declare it to the world. When it emanates from every cell of your being, you will attract the people and circumstances that support you in manifesting your desires. Repeat your intent at the beginning and end of every day; put sticky-note reminders of your intent throughout your house and store.

Step into greatness

Are you willing to sacrifice who you are for what you could become? Each of us has the ability to find and nurture new parts of ourself and become the person we aspire to be.

Think of an area in which you want to improve and ask yourself, “What qualities do I need to develop to achieve my vision?” This allows you to take the power of creating your best life into your own hands. Instead of admiring someone else’s entrepreneurial abilities, creativity, or leadership skills, you can choose to develop that quality within yourself.

Plan It — plant and nurture new and inspiring futures

A clean slate

Before you plan your best year, examine your past and identify all the obstacles that have prevented you from succeeding. If patterns of your past keep showing up, you probably have a pile of incompletions. Make a list of unfinished business that keeps you tied to your past and develop action steps to create a clean slate.

No-cookie zones

Obstacles and temptations will always exist. These are the “no-cookie zones,” the potholes in the road that rob you of your self-esteem and confidence to move forward.

You’re in a No-Cookie Zone (NCZ) when you’ve been down the road enough times to know it’s not going anywhere. NCZs are: excuses for why you can’t succeed; blaming someone else, rather than taking responsibility for your behavior; negative internal dialogue that wrecks havoc on your self-esteem; righteousness that makes you bitter; or self-defeating behaviors that rob you of the results you desire.

Plan your year

Define your goals, make them measurable, set a deadline within a reasonable time frame, and create a plan for accomplishing them. Break your goals down into specific action steps, and then enforce self-discipline to achieve them. If you don’t create a manageable structure for your success, you won’t succeed.

Live It — create and seize all the days

Personal integrity

When you’re living with personal integrity, you are unwavering in your commitment and worthy of your own trust. You are able to make powerful, life-enhancing choices that lead to success. Create integrity anchors — daily or weekly practices to keep you in place, connected to your vision.

Feel good about yourself

Self-esteem is important in creating your best year. When you feel good about yourself, when you’re radiant, you attract all the people and things you desire. Commit to three actions a day to nourish your self-esteem.

Claim the moment

Time is precious, yet how many moments of your life slip by unnoticed? This moment is all we have, and it only takes a moment for our reality to alter completely. Take time to claim a moment, linger in the experience, and consciously register it before rushing off to the next one.

Create unforgettable days

What would you do if today were the last day of your life? It probably wouldn’t be what you’re doing now. Plan one day a month, and make it an unforgettable day — something you’ll remember forever.
The Right Questions
It’s easy to get caught up in the busyness of daily life. While you’re struggling to keep your head above water, you may not realize your unconscious actions are preventing you from reaching your hopes and dreams.

If you want your life to be different, all you have to do is make different choices. The following questions are simple, yet incredibly powerful, and can be used in any situation. They will help guide and support you in making the right choices as you work at creating the best year of your life.

can do on the journey to make it easier and gentler, but we need to break the illusion that it’s easy and there are only a couple of quick steps to making your life great.

McGee: We are an instant society — “Just give me a pill and it will all be OK.” A lot of people are looking for an easy answer.

Ford: Yeah, well, we have 20 million people on pills, and it’s not helping them.

McGee: You travel all over the country working with people on the shadow process. Do you ever hear how much difference you’ve made in their lives?

Ford: Oh, yes, all the time. I get hundreds and hundreds of amazing emails and stories ... it’s mindblowing. The shadow work, works. It just works. There’s no question about it.

Well, it works on 99% of the people. We always have one out of every 100 people who walks away clueless. But it works, because all we’re doing is confronting what has been scary — what has been hidden, denied, and suppressed. We’re owning it.

The shadow process is three fold: 1) unconcealing, or finding out what you’re running from; 2) acceptance, or being with it. (This is where my work differs from others. In my work, acceptance is only the second stage. It’s a great stage, but not the transformational stage); and 3) embracing, or finding the gift in your shadow. As Carl Jung said, “the gold in the dark.”

McGee: In The Dark Side of the Light Chasers you wrote, “The quickest way to grow is through pain.”

Ford: It’s the only way — confronting something and accepting what is. By saying, “Now I am suffering; I am sad, depressed, grieving, mourning, scared, or terrified,” and then letting go of the resistance. Every teacher has said, “What you resist, persists.”

In the resistance, it keeps the pain locked in. It’s the way of our humanity to resist and avoid pain, “I don’t want this; It shouldn’t be like that; Don’t make this happen.” And in that resistance, we just keep creating the same thing over and over. It’s only when we have the

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McGee: In *The Secret of the Shadow*, you said if people are not living outside their story, they’re just living inside all the drama. Is that one of your toughest challenges as a coach, getting people to realize their story is just a story?

Ford: Yes, and it’s so hard, because when you’re in your story, it is so real. But, it isn’t real. It’s just a story, a drama, with all the limitations.

Imagine being in a capsule: You’re completely in it, you know who you are, what you can do, what you can’t do, and what your limitations are. Then, you take two steps to the left and you’re standing in faith, where everything’s possible for you. You’re just beginning your life, no matter where you are. You’re free to choose your path. All these different realities exist and the choice is ours. Do you want a reality that’s disempowering and painful (your story)?

McGee: It sounds so simple, yet it’s so difficult. What keeps people stuck in their story for so long?

Ford: The comfort of a familiar place and, more importantly, the illusion it is real. When you’re in your story, you don’t know you’re in it. Unless you’re living completely consciously, you won’t be able to get out of it. The story is like being half asleep, being on automatic pilot.

That’s why attending seminars, being in support groups, or having a coach is great, because there’s someone to hold you accountable. The minute you pop out of your story is when you realize you were in it. Our stories are a safe place — 99.9% of the world doesn’t even know they’re in one — yet, once you understand it, you can move on.

McGee: One of our business columnists often said people get stuck looking for the big rescue. They wait for a huge windfall or someone or something to save them. Do you see this often?

Ford: All the time. *The Best Year of Your Life* has this chapter on fantasy — one day when this happens or when I finally get this, then my life and everything is going to go well. In my coaching, I just knock that right out. People don’t move forward because they’re living in this fantasy. And I don’t blame them because fantasy can oftentimes be a much happier place than reality. (laughs)

McGee: I agree. Let’s talk about procrastination. You say putting things off is a setup for failure and it prevents you from feeling joy in the moment. How do you stop procrastinating?

Ford: Well, first I think it’s not how do we stop because stopping, just in the way you worded it, would keep us stuck.

Really, the question is, “How do I move forward?” Because there’s something we’re getting out of staying stuck. We get to not be responsible for our lives, which is just part of our human makeup. If I try and I fail, that would be too painful, so I’ll just stay where I am. Or I’ll just stay where I am because I’m going to show so-and-so they really screwed me up.

There are just so many reasons people procrastinate, and the pain of procrastination is so deep. You might as well wake up in the morning, be honest with yourself, and say, “I hate myself.” That’s what procrastination is — it’s an act of self-sabotage and self-loathing.

McGee: When we’re stuck, what is the first step we can take to get out of our own way? Or to be still and listen to our heart’s desires?

Ford: Find a partner or a coach and create a vision. In *The Best Year of Your Life* I talk about No-Cookie Zones: all the thoughts, beliefs, behaviors, excuses, justifications, and righteous positions that keep people from moving forward.

When I coach someone, I have them make a list of all their thoughts, rationalizations, and excuses. I ask them what their fear says, what it tells them about their business. Then I have them write or type out the answer and put it up on the wall so they can distinguish between their story and the truth. When it’s up there, they can say, “Wow, that’s my fear speaking, not the truth.” Or, “Look, that’s the same excuse I used last year.” You can write next to it how many times you’ve used that excuse or how many times you’ve thought that thought.

Whatever the negative thoughts are, they’re called No-Cookie Zones because you’ve lived them and traveled down those roads more times than you ever care to admit. The roads aren’t going to take you anywhere ... they’re not going to take you where you want to go.

McGee: Do you have another book in the works? Or can’t you talk about it yet?

Ford: I do, it’s a book on why good people do bad things. A lot of bad things are acts of self-sabotage or self-hate, whether it’s Bill Clinton sleeping with an intern or Michael Jackson allegedly sleeping with young boys. Why would they do those things? That’s always the question, and I think we carry so much shame internally. We hide the shame, but then we do things to attract the shame. I see it as a spiritual journey — we’re attracting those things so the shame can come out and be healed.

McGee: It’s interesting how the Universe puts us in the right places at the right times, isn’t it?

Ford: Yes, absolutely. I wonder why things happen and how they happen, but I know they’re for growth. I can guarantee you they’re all for growth. But that doesn’t make the process any easier. The process of growth is like the butterfly metaphor. It’s us breaking out of whatever limitations we have, and in that cocoon there are no scissors, no easy way.

You’ve got to fight your way out of your limitations, get yourself strong, and learn from it. I think ultimately when we are spiritually connected we are willing to take on anything and anyone. We are willing to take on our self-sabotaging behaviors and our addictions. We are willing to stand for the truth.

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