

PODCAST TRANSCRIPT



EPISODE 42

*Candid Conversations with
Phenomenal Executive Women:
Dawn Kristin Ellison*

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HAPPY EXECUTIVE WOMAN

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### Candid Conversations with Phenomenal Executive Women: Dawn Kristin Ellison, Part 1

#### Anita Charlot:

Hey, girl, let me tell you... Okay, I have been trying to keep it cool introducing my next guest. You know, I always have these candid conversations with phenomenal women, and I've been trying to keep it cool, and I've been trying to stay professional, but bump that, right? The candid conversations are me with the individuals that I know personally, or women that I'm familiar with their work, and this is when you just get to be a fly on the wall. So in this episode, you are definitely going to be a fly on the wall, and as you know, my normal episodes are anywhere between 9 and 20 minutes, but if you're used to chiming into the candid conversations, then you know this can be anywhere from 20 minutes to an hour and 20 minutes. So just go grab something to drink, pick your drink of choice. I don't care if it's water, tea, champagne, whatever you got. Get it because my girl and I are about to sit here, and we're about to share business as well as personal, as well as spiritual stuff. So you are in for a treat, and maybe I should probably tell you her name. I should probably tell you her name. Well, you saw the post, but anyway, this is Dawn. This is my girl Dawn Kristen Ellison, and let me tell you, I'm gonna give you the backstory. I was speaking at an event in Vegas maybe 20... Was it 2018, Dawn?

#### Dawn Kristin Ellison:

2019.

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Anita:

It was 2019? Wow. Okay, so it was 2019. And I didn't know Dawn, personally, before we got there. Like we have been in the same group, so we have been seeing each other's posts on whatever group on Facebook. And then we got there. I was there with my, I will say my niece-in-law, and she was you know, speaking as well. So we're hanging out and it's like, okay, we decided to all hang out together. Since Dawn's from Vegas, you know, all of us hang out. Dawn drove us, and we just had a great time. So one of the things that you guys know about me is that I am currently working on my Ph.D. in metaphysics, Dawn put a pin on that one because we have to come back to that, okay? And the three of us hang out. We had not met Dawn in person before, but we had the best time, and it is not often that I get to share my love for metaphysics with other people. Because sometimes conversations can end up going down the rabbit hole and people look at you like you're crazy. Like you need to be committed or like you're going to hell because what you're talking about they've been taught is against the Bible. And so just connecting with Dawn that night, all three of us. It was just freaking amazing.

Dawn:

It was magical.

Anita:

It was, and we were like, wait, what do you know about that? You know about that? Oh, my God, I'm not crazy. You're not crazy. We both know you know? And it was just one of these things. It was so much fun, and I was like, Wow, this... This was amazing. We hung out... like I was supposed to speak the next day, I think and we hung out half the night in Vegas. We were

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not partying. We were just having great conversation and great food, and of course, a couple of cocktails, but who doesn't want to do cocktails, but we did stop and get some oxygen.

**Dawn:**

And a little massage thing. That was really good.

**Anita:**

I think I bought that thing and it lasted like 30 days, even after I changed the batteries it just wouldn't work. I was like yeah, they got me. They got me. But it was fun. Right?

**Dawn:**

It was! It was. It was one of the best nights I've had to date. And like you said it was. I came home, and I remember almost bawling telling my parents that that was the first time I didn't feel crazy. I didn't feel like someone was judging, you know, what I believe to be true. My truth, our truth, you know? And it was just it was just so comfortable. It was so comfortable.

**Anita:**

Oh my gosh, like I've been on this metaphysical journey. So, and you guys know my story already, so I walked away from an abusive marriage. The divorce was finalized in 1996, and between 1996 and 1999, I started on this journey of self discovery and self-development, right? And so I got introduced to metaphysics, so metaphysics has been a part of my life, metaphysics is what has helped me to grow through the difficulties that I've had in my life. Again, we've talked about it, you guys know my story, and for those of you that don't know my story, be sure to go back to all of the 41 episodes that I have already. At the time of this taping because we were not sure where this is gonna fall, but at the time of this taping, I already have 41 episodes out there.

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Which I have to say, Dawn, I'm very proud of myself, because I committed to doing a podcast every week. And so far out of the 41, there have only been two that have been repeats.

Dawn:

Beautiful. Beautiful!

Anita:

Honey, trust me when I tell you... if it was easy to sit down and create, right, because I can't just go off the cuff, like you see, now we were probably going to be in a conversation for over an hour. If I go off the cuff, I'm going to take you to Egypt, China, Zimbabwe, I'm gonna go all the way down, over to Greece, and then around the corner to Australia. So I have to write them out before, and then I ad-lib every now and then when I want to get a little deeper spots, but just have to be in creative mode. I can't create two weeks ahead of time! I can't create three days ahead of time, it has to be in the moment. It has to be in the moment. So typically, lately, and you know, Meghan, I'm sorry, I'm apologizing again. But Meghan... normally, I give her everything by Tuesday morning so she can handle it, upload it, do other things, making this the best ever in the whole wide world. And so she can have it set up when she goes to bed Tuesday night for it to send out automatically on Wednesday morning at 6 am. Well, the past couple of weeks. I've been like Meghan, I'm sorry, I'm gonna get it to you late. So that's because I wasn't feeling it. Right? I have to feel it. What does the world need right now? What do people need to hear right now? And then when it comes in, it's like, okay, now I have the inspiration. But I only move on to inspired action when it comes to this. Right? So I'm sure I'm probably all over the place with this.

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**Dawn:**

That's the most authentic way. That's what needs to be delivered at that moment. The past couple of weeks has been really off for everybody, the collective has been just like... but that's just the transformation of the seasons. So now we're beginning to blossom. Here we have Spring Equinox, we're getting ready to have Easter. All of this is our sensitivity to the atmosphere. You know?

**Anita:**

Honey, honey! Okay. This is the longest introduction I've ever done. Wait a minute. Okay. Okay. Let me get back. Okay, reel it back. Come back, come back to the room. Come back to the room. Okay, here we go.

Fast forward from 2019 to 2022, which is this year, and I was headed to Miami to attend Flourish Media Conference. You guys know, every chance I get I'm always doing something with Flourish Media. And I was like, Hey, I'm gonna be in Vegas, you know, are you available to go to dinner, have drinks or whatever. And I knew my schedule. She was like, Yeah, sure. And so I reached out. I wasn't really sure how the conference was gonna go, what time it was gonna get done. We moved it from Friday to Sunday, which was great because Sunday I was done with the conference, and I knew that okay, go ahead and go to brunch, and then I could figure out what to do with my life until it was time to head to the airport.

We met for lunch. I promise you we picked up now... Dawn and I have not really communicated by phone or by video or nothing between 2019 to 22, but we've always been connected online and we, you know, girl, have you seen this? Read this book, this podcast. Look at this YouTube video. You know, so we've always stayed connected. We met up for brunch. Now, this was at... it was like 11, right?

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Dawn:

Yeah, somewhere around there.

Anita:

Yeah, it was 11, I think. I needed to be to the airport by five or something, but we stayed together that whole time. We talked... we were in the Bellagio, so we talked. We were in the restaurant by the water, so we saw the water come up to the music and all this stuff. I think they played like every 30 minutes I think, but we saw probably like two...

Dawn:

I think it's every 20.

Anita:

Yeah, we saw at least two or three because we were having such a good time sitting there talking. We left there, I said, girl, I need to check out. I'm gonna go upstairs, and it was great seeing you. I'm gonna go upstairs, and I'm gonna pack, grab my bags, and like go check out. She was like, Well, I hope you don't think that I'm not taking you to the airport! I was like, Well shit. Oops. I mean, shoot. Let's go ahead. Let's go upstairs. We sat upstairs, we talked for a minute while I pulled everything together, make sure I was leaving anything. We went downstairs, we checked out, we talked in line while we checked out, we went and perched ourselves at the bar. We talked there, and then we talked in the car on the way to the airport. It was like, I didn't even want to get out of the car. I didn't even want to get out of the car. I was like, girl. You gotta come to Chicago. You gotta come to Chicago.

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**Dawn:**

When it thaws out

**Anita:**

Fine, fine. I'm looking at the I'm looking at the weather. I'm like, okay, when is it gonna break?

With Chicago, it's like, you just gotta be bold.

**Dawn:**

I'm not that bold. I'm not. I'm a Southern California girl, and now that is a recipe for disaster.

**Anita:**

Fine, fine. Alright, so we're looking at probably July for you then. That's because we've had snow in May. Like crazy... Chicago does what... Chicago is like a woman on her cycle, honey, she does what she wants to do. You're just a part of it. Right? You are just a part of it. So that was my long introduction to Dawn. And you know, by the time you hear this podcast, you will see you know, her bio, and of course, you know, in the podcast and the show notes, we always share all the links or anything that we talk about. We got some good stuff to get into, but all the links to how you can find on and what she has going on, and her apparel brand and all that good stuff you will find in the show notes. We'll talk about it at the end, but that's just to give you a heads up. That's where you will find her bio and all that other good stuff. So we're just gonna jump right in. Girl, I'm just so happy to have you here. My cheeks hurt from smiling so much. Oh my gosh.

**Dawn:**

I'm happy to be here! That's a high-frequency friendship right there!



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Anita:

Can I tell you guys, you know, I talked about the happy executive woman, and one of the things that's really important to me as an executive woman is that I don't have to have people in my space that match my business idea. They don't have to be in the same field that I'm in. They don't have to, you know, do or believe in the same thing that I do, but when you find someone that gets you that is no drama. Right? No drama. You get me I get you. We can have philosophical conversations, we can go into astrology, we can go to, you know, being empathic. We can talk about all the things that bring me joy, and it brings you joy too so you're not just tolerating me. Yeah, right? That is a different level as a happy executive woman, you got to figure out who your tribe is.

Dawn:

Yeah, and that is fulfillment. It is just kind of fulfillment because it's what we are. It's who we're continuously becoming more of. And it's just it's so refreshing when you find another person who is your match in any capacity. Right? Yeah. And that, just like I said, this is a high frequency... High-frequency friendship. We are excited about each other, period.

Anita:

Period. Yeah. Whatever! You saw the socks. Okay, hold on. I'm gonna put your link to your socks on my website. Are you selling candles? Okay. What are you doing, what you got going? Oh, okay. Look, I'm having this issue. What book should I read? Or send me a YouTube link that just deals with this or that? Or have you dealt with this? How did you grow through it? These are the types of... this is a type of friendship that we have. And there will be people that don't understand that, right? There'll be people that will not understand the level of... even though we

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hadn't talked in... trying to do the math... three years. It didn't matter. It's like we picked up right where we left off that night when we hung out in Vegas.

**Dawn:**

That's how you know it's a soulmate connection. Our souls know each other and they're just... the excitement of our souls, our higher selves coming together and say, Oh, girl, I missed you, but we've been right here together the whole time.

**Anita:**

The whole time.

**Dawn:**

It's magical, and like you said, a lot of people aren't gonna understand it. Because we don't have to talk all the time. We don't have to see each other all the time. Time doesn't exist where our friendship resides. Right? It's eternal. It's ongoing. It doesn't stop it just picks up exactly where it left off. That's it, and it's just it's a beautiful feeling. You feel it, I feel it. So we know what that feeling is.

**Anita:**

Yes. Yes, we do. So our goal during this conversation is to weave in portions or pieces of our connection as we talk about business, right? Yeah. So I want to, I can talk about you all day long until the cows come home, so let's start with the business questions.

So the goal of this podcast is really to share with other women so they can be Executive Women, they can be women in business, they can be women who desire to be in business, they can be women who have families and are in a career and want to create a side hustle and understand how to juggle all of that. And then as I continue to evolve into the spiritual being that

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I am, I am now looking to incorporate more with the listeners of how they can tap into their own spirit, right? How they can bypass all of the programming that they've received, what I need to do, what I should be doing, and think about what is best for me, and what is my Spirit telling me that it wants to do? So having put that out there and knowing that this is the direction that you and I have been going for years, share with our listeners how you found yourself on this journey. Tell us all about that. How did you get here today, Friday, April 8 2022, from where you started, years ago?

Dawn:

I'm gonna be perfectly honest with you, now knowing what I know and knowing who I am up until this point, my journey started from day one. Day one, I'm talking first breath. As a child, you know, I always felt different. I always felt as though I'm here to do something, and I always question what that something is. It's almost like, you know, you'll see in a movie, they drop an alien from out of the sky and say, You're here, but you don't remember what you're supposed to do, right? Like, okay, I'm here to do something. There's a longing within me that's saying, you got a job to do. And you can say, well, what's the job? I need instructions, I need to know what to do. Well, in actuality, the duty at that time was just to go out and have experience. Just go live. Because your why is going to be answered in 30 years. Sit back, relax, and just enjoy the ride. Yeah, well, you know, life experience happens. And you collect information, you collect experience, you collect people. And those things add up to whatever I call your truth is. It just so happens to be most - well, pretty much everybody - has a painful truth that they have to awaken from in order to find their powerful truth. So your painful truth is everything you've gone through your traumas, your dramas, your fears, whatever it was that got you to the point of wanting something different. We all go through that at some point. Life has to be better than this, life has

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to change. I need to change, that's natural for transformation. We're always evolving. We're always changing. The only time human beings feel any form of resistance is when they're fighting against that change. Trying to keep everything the same, right? That's natural. Once I got to a point where I hated my life, hated it. Feel like you're doing everything you're supposed to. You're doing everything you were taught. You doing everything that's expected of you, and I said, this is not what I want. When the deeper parts of you start to say, this isn't what I want, it's usually in the form of frustration, anger, blame, depression. You're just not processing it yet. You're just not processing that's what it is. You just think life is beating you up. Well, really, life isn't doing anything. You're doing it to yourself. It got to the point where the universe decided it wanted to really show me that I was not on the path that I was destined to be on. You're talking failed businesses, failed careers. I too was in an abusive relationship, and it really got to the point where, like I said, I hated my life. No aspect of it besides my son was good to me.

**Anita:**

Kids will save you, girl,

**Dawn:**

It saved me. It saved my life, literally. And it got to the point where, you know, my mother asked me one day, she said, What are you doing? And I said, What do you mean? She said you're not a housewife. You're not supposed to do life, like the way you're doing meaning. I'm not thriving. I've always loved going out, having my independence, making my own money, and really shining in whatever it is that I'm creating, and building. And it got to the point where I literally was just sitting at home watching TV all day. That was one of my lowest points. Where you can't recognize yourself in the mirror, why can't you recognize yourself? Because that's not you. That's not who you are. That's not who you're supposed to be. So I will recall that conversation

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with my mother to be the part of my journey that clicked within me, that made me start to question. It's the questions that get you where it is you need to go. That's where the seeker in you becomes real. Well, this isn't who I'm supposed to be. Who am I?

Anita:

Right? Exactly.

Dawn:

So those same questions that I had as a child that I tucked away, who am I? Why am I here? Where are my instructions? What am I supposed to be doing? What am I gonna write? Those questions started to get new life. And now I'm capable to go out there and find it. So what falls into my lap? Ask and it is given... Well, I'm not even gonna say that. *The Secret* was first delivered to me. Like literally, I remember before I put the DVD, and that's what it was at the time.

Anita:

Yes, I remember!

Dawn:

I put the DVD into the player. Something made me say whatever this secret is, I want it to be applied to my life. Because where I was, I knew it's got to be something better than this, right? It's got more than this. I kid you not when I watched it, something within me said, when I heard this before? I hadn't, but I had, it's what I already knew. It was like a remembrance. It was nothing new. Just like, wait a minute, just remember... That to me was the first time I can actually you know, notate that was when I started remembering who I am, which I forgot.

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There it is. From that point on, then it went into reading *Ask and it is Given*. And then all of a sudden, I remember my ex said, Let's go to Agape International. I said, Okay. I didn't know what it was, right. But then he told me, you know, remember, Michael, he was in *The Secret*? Oh, yeah. Let's go there! And I kid you not, I personally did not grow up in a traditional church, I never felt comfortable when I was there. Like, I felt like I was missing something. Something's not clicking for me, and I said, All these people are saying these things and having these connections and, you know, some people falling all out and doing all kinds of stuff, right? What am I missing? It's not working for me. I'm doing something wrong. Throughout my life, that made me question whether any of this stuff is real. Any of this that people were saying, you have to do this, you have to do that, and I'm like, why? You know, I'm Aquarius. I'm a rebel. So it's like, I went to agape, and I kid you not, they asked for the new people to stand up so they can greet you. And I literally stood there and felt like that king in *Coming to America* when he said yes, yes. I am very happy to be here! I mean, I was vibing so high because in that moment, I was home. I was home. And I said this is a kaleidoscope of people. You could be sitting next to a person who's from India, and another person on the side of you can be Jewish, the person right in front of you could be from somewhere in South America. You all are there for this purpose to connect with your true self, your highest self, and to create goodness in this world in this world.

#### **Anita:**

Girl! I'm just like, yes, yes, I'm taking notes because I'm trying not to cut you off. I want to talk about this. Okay, write this down. I got through the whole post-it. Like, wait a minute. Okay. So let me... you said something. Let's go back. Okay, you said had to go through negative experiences in order to for your spirit to be like, wait. You had to get - your spirit had to get fed up enough and be like, okay, look, that's enough. We're done with this, right? You need to figure

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out who you are. And so then, you know, the things in the books and the invitations to Agave started coming into your awareness for you to reconnect with what was your truth, to begin with. So I totally get that. One of the things that come to mind immediately for me is I don't know if you're familiar with a guy by the name of David Wilcock, but he has a book that's called *Awakening in the Dream*. So this is as you're talking, I'm like, Yeah, we sure did. We woke up. Right. And for me, it was my catalyst was my leaving my abusive first marriage, which was an abusive marriage, and then being pissed off. And you know, I've told the story before I was pissed off at anything male. I was pissed off at God because God was a man, how could you let me go through this? I was pissed off at my dad and my brother who had died one year apart. How the hell could y'all leave me here with this? Somebody is supposed to be here to kick his butt, you know, why am I here by myself? So I was like, Look, I'm gonna walk away from this. I took this comparative religions class, I was going to DePaul at the time, and I took this comparative religions class, and it was the five major religions and all five of them just showed me that they were all oppressive of women. I was like, hold up. No. I'm done with y'all too. Right? So then I set out on the path to really understand the truth for me because, in my mind, you know the word 'God', I recognize what God is, is God in the Bible. But I also recognize that God in the Bible is... it could not have, he can't be jealous like I am. You can't have human emotions like I do. What is this? And then when I started to learn, I started to dig a little deeper. And I was like, You know what, wait a minute. I like the concept of God being spirit and just, you know, has no gender and just is like, God is energy. God is everywhere. So if he's omnipresent, omniscient, omnipotent, and all that other stuff, then it means that he just is he's everywhere. God is in this mouse right here, right exists in this pen.

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**Dawn:**

Right? The energy from the mouse that was created from that person is the energy that God was flowing through that person that came up with the idea that came up with that mouse.

**Anita:**

Hello, caller. That's what I'm trying to tell you. We are here to educate the people. Okay. So my first introduction was, I was going through... I was trying to heal from, you know, the disappointment of my divorce. I had gone to a psychologist, and I had gone to a psychotherapist, a psychoanalyst, an LCSW psychologist, educational psychologists or psych, you know, Psych D. Nobody could really get me or understand, and I couldn't feel connected to them. Without telling the woman at my job... she knew about the divorce, but she didn't know I was looking for these healers, or someone to help me make sense of it, she said, I have a woman that I want you to go... that I'm going to recommend that you go see. She was like, she's a little bit different than your traditional religion, but I think that she may be able to help. And I was like, okay, cool. By that time, if you had told me you know, like these people who go out and do the cabbage diet or do the egg diet, if you had told me to go, and I needed to be out of my house at five o'clock every morning and sit in front of a tree, sing Kumbaya, hug the tree, kiss a tree, and go back home, I would have done it because I was really looking for the healing. Right? So I make this appointment with a woman, and she tells me my appointment was at 9:30, and she was in Bartlett, Illinois. So you're not from Illinois. She's like 40 minutes away from where I lived at the time, and she said even if you get here early, do not put do not step on the doorstep until 9:30 your exact time. And I was like okay, you know, whatever. I'm willing to do anything at this point. When this moment opened the door she was of the Sikh religion so she was dressed in her all-white she had her turban on, and the first thing she said when she



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opened the door she looked at me because what she shared was between 9 and 9:30, she was going to tap into my energy and get a reading for my energy so that she would know what to discuss when I got there.

Now, the woman who recommended her, Bernadette, didn't know my full story. She opened the door, she looked at me, and she... and you guys can't see my body language, but imagine if you're looking at your child, and your child says something that you really want to be there for them. And then you have that motherly sigh, where your body language is like, Oh, my God, right? She looked at me and she said, How are you still standing? And I'm like, wait a minute, for the first time in my life, somebody got me. She didn't know me from a can of paint. 30 minutes, I stood right there, and I waited because I was looking at my watch. And I went as soon as it hit my 30. Then I put my toe on the step because I didn't want to mess up. I'm not breaking any rules. But for the next 90 minutes, just the connection that I had with that woman, she, and eventually I learned that she had a degree in metaphysics, and she was one who inspired me to get my bachelor's in metaphysics, but just at 90 minutes of being with her and her being able to understand just the weight of everything I was carrying without even knowing me, her being able to call it out, was amazing! And I was like, I want that. Whatever that is, that is what I want. So after I left her then I had my book... the first book was *The Celestine Prophecy*. And then from there, it went to a movie called *What the *** Do We Know*. And then from there, I joined a Unity Church, which was a lot more open and accepting of like, the spiritual gifts and thinking of things universally. And that's where I was at the church, and I met Michael Beckwith, right, because he came to the church because I didn't know anything about Agape. But this was just like the beginning, and this is like, over 20 years ago. So when you talk about, you know, like, some people say dark night of the soul, I had dark years. I had dark years of the soul. So having gone through all that you've gone through, and the traditional church

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didn't feel right for you. I got kicked out of Sunday school. I got kicked out of Sunday school. That's exactly what happened I was a teenager, we were in high school because they were trying to talk about how you know, you're not supposed to fornicate, not supposed to have sex. And I raised my hand and I was like, Excuse me? If the Bible is supposed to be the book that we're supposed to follow, and Jesus disappeared from 13 to 30, how can we use this Bible as a reference guide for what we're supposed to do and how we're supposed to handle being a teenager, or in our early 20s? And she looks at me and she's like, Don't question God.

**Dawn:**

That's it. That right there.

**Anita:**

I said I didn't question God, I questioned you. And she's like, well, you know, we don't question God. I was like, Okay, you said you were called by God. Call him back. Call them back and ask him this question. And it was like, You know what, I disrupted Sunday school. So I got kicked out or I 'didn't have to come back' which was the whole thing. I didn't care about that. But like you said, I didn't fit in like you did. I did not fit in.

As your life is evolving, now you're moving and you're growing, and you're understanding and you're experiencing different things. And then you were a hairstylist, right. Didn't you... weren't you a hairstylist? After that, what did you do? I'm trying to give the listeners your path from like your first way of making money or your first job to EVOLVE Life Mastery. What was that path?

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Dawn:

The path actually started when I was a kid, and I had a strong desire to be a singer. I tell people I've had three careers, okay, in my life. It started when I was young, and I began to write music. I've had a way with words my entire life, you know, and I sit back and think about the songs that I wrote when I was like, 12 years old. I'm like, That was good. But I had a strong, strong love for music to this very moment. And so I began learning what I liked about music. I learned where my strengths were writing, producing, arranging. I delve into it 1,000%. That was really me showing myself, you focus on something, you become it. I became a recording artist. When I hit motherhood, I stepped away from it. Okay, because I believe that journey was coming to a close. So I had this whole new life, is it possible for a little human? And I have to figure out what exactly it is I'm supposed to be doing at this point. Because I'm no longer in love with the music business. I'm in love with this person who is now in need of me becoming more who I'm supposed to be to take care of them and to lead them and guide them. In that little couple of years of a bracket, I didn't realize that it was time for me to become an entrepreneur. I've always loved working for myself. I really had to do some searching within and say what can I do to make money. Something that you've always done: hair, makeup! I've been doing it since I was a teenager, good side hustle. But then I decided I was gonna go ahead and do it full time. And I said, Well, let me go work in the industry. I've already had my whole life in the entertainment industry, I have connections, why not just go ahead and start doing celebrity hair, you're still in the business, just behind the scenes. That was a beautiful plan, but it was not my purpose. So it felt great to help people. You have experience from being in the industry, as a talent, as an artist. So, therefore, I'm not afraid to stand in front of people and perform, right, or talk, you know? Now, I have a presence, which assisted in the process of me being a stylist. Now I know how to talk to people. I know how to present myself to people, but now I'm also talking people

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through situations. I'm holding people's hands, as they're, you know, just been diagnosed with cancer and I have to shave their heads. I'm walking people through the process of miscarrying a child, I'm walking people through the process of having to bury their parent or a loved one, and I'm holding people's hands before they get ready to walk down the aisle to say I do. All these different types of emotions. People need words of encouragement for a moment because these are moments that are very, very pivotal. I started realizing, Wait a minute, the things that I'm applying to my own personal development, I'm now sharing that with people. Because I know it to be true. I know it to be helpful. I remember being at a dinner with some ladies, we had some ladies who were mentoring entrepreneurs, and younger entrepreneurs, and they went around the table, and they asked us each what our goals were, what do we aspire to do? What do we want? And by the time it got to me, I don't know where it came from. It just literally fell out of my mouth. I said I want to be a life coach. I'm thinking to myself, where'd that come from? Who said that? I didn't even think about it, but that was the first time I actually put it into existence. I made it real. That was like, boom, there's a seed. That started those wheels turning. That started those wheels turning, and I started researching what is a life coach? What do they do? Right? Okay, you talk to people, you help them create goals, execute plans, and, you know, you keep them accountable, you motivate them when they need it, and basically teach what you are the expert at. So that was the next part of the chapter. What am I the expert at?

**Anita:**

Right? What is my specialty?

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Dawn:

What do I do? That's where the real work comes in. Because what you believe is going to be your niche. Not actually the niche that you intended.

Anita:

Oh, I know that.

Dawn:

I'm thinking, Okay, I'll help people, you know, entrepreneurs try to create balance in their lives because I'm like, I can do it all. I'm the queen. I can do this, this, this and still be together. I can, but that's not my expertise, but I discovered through my journey of becoming and my journey of unbecoming...

Anita:

Mmm. Oh, I'm writing down.

Dawn:

...it was brought to me. You're here to help people heal. But you don't know that until after you've gone through a certain amount of time through your own healing.

Anita:

Yes, absolutely.

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**Dawn:**

I'm not here to talk to you about relationships. I'm not here to talk to you about goal setting. I'm not here to talk to you about anything else, but what comes from me through me is showing people and educating people on the power that you receive from healing. Those things that are binding you, that are weighing you, that are keeping you stuck and stagnant. They're keeping you from having the fulfillment, and the joy, and the abundance that is your birthright. You deserve it. Most people don't believe they deserve it.

**Anita:**

I know, oh, my goodness. I'm about to pass the collection plate in a minute.

**Dawn:**

You don't believe you deserve it because of something that occurred in your past, right? Where you made a decision you weren't deserving. Or possibly, you took on a belief that someone gave you their opinion that you weren't deserving of it, and you just rode with it was just what you stuck with, and now you really don't have it.

**Anita:**

Right. And you have to unlearn that. Is that part of the unbecoming, you're referring to?

**Dawn:**

Absolutely. What it is what I've, what I've learned, as far as my studies, with metaphysics, we have a temporary self, we have our true self. Your true self is who you were born as and to be. Your temporary self is this the part of you that society, your environment, your community has constructed, right. And that's the role you've been playing until you decide, I don't want to play this role anymore. That's what we said, you awaken to that fact that this is not who I am, this is

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what I'm supposed to be doing. So the ultimate goal is to get back to that true self that you were when you first started.

Anita:

Right. And I believe that comes in phases, right? Because as we continue as we move forward, and we are open to learning who we are supposed to be, we get to this level, and okay, this is what I'm supposed to do. This is what I'm supposed to be, this is how I'm supposed to behave. This is what I'm supposed to interact with, and then you have that experience. And then as you grow through that, your spirit it's like, okay, well, that's enough of that. And it's time for us to move on to something else. Right? We're constantly moving up, honey, that was cute. But we're going to go up here to the next level, right? We got to go up into the next level. So I am digging that.

EVOLVE Life Mastery, is this the name of your - I know that the answer to that question, but I'm asking it for the listeners. So I gotta play like, I don't know, all your business, right? So EVOLVE Life Mastery. Is this the name of your business? And if so, how do you define Life Mastery?

Dawn:

EVOLVE Life Mastery is my second-born child. My baby right here. Evolve Life Mastery. She was conceived during my healing process, okay, and just didn't know it. And I gave birth to her in 2020. Okay, during COVID, I said... You know, actually 2019 I would say I did, but I really, really honed in on her in 2020. It was funny, because I was watching a service with Reverend Michael, and he said one thing: This is what we've been waiting for. And I was like, it is! It really is, people are waking up. The collective is waking up. Yeah. And I took it as they're waking up, and they have no idea what to do next.

Yeah. I got it. Yes. Follow me. I felt like that, you know, the next level welcome committee. And

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Life Mastery is the journey of unbecoming while cohesively experiencing the journey of becoming everything that you were meant to be. You know, it's about reaching your true potential, making your life count, having the least amount of regret, and maximizing your possibilities and opportunities.

#### **Anita:**

Where, and if you don't have it already, I'm gonna need you to go ahead and lock down the URL because I'm waiting on the book *Unbecoming*. And I think there's one out there title on becoming but you had like four different subtitles that you can add that do you just flowed with, but I'm looking for the book. The master class?

#### **Dawn:**

That actually... that is part of the title, unbecoming. Because that is a huge part of all of it. The fact that people, you know, everybody's talking about manifesting and bringing in your thoughts. That was one of the things that, you know, *The Secret* initiated and introduced people to was the law of attraction. Every teacher on there will tell you they did a disservice to the public because they did not explain fully the process of attracting what it is you want. Sure. Your thoughts are very, very important, but that's not the entire formula. It's about becoming and getting in alignment with that what you want, becoming a vibrational match in every single way, and leaving no space for doubt that you can actually have it. Yeah, no room for it. It actually delays the process. But what I teach about manifesting, is the four phases of manifestation, asking, affirming, aligning, and allowing, which breaks down everything you have to do for everything that you want. But what's critical in there is also understanding that when you are manifesting, you are also dismantling whatever is in the way of attracting that thing that you want. And people don't understand too much of. They think, Oh, I'm just gonna attract it. No, no,



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no, no, there's a reason you don't have it. That's part of the journey. That's a big part of the journey, and there's work to be done. A lot of work to be done. That is part of the becoming, but the dismantling of the belief system, the habits, the traumas, the whatever that's in the way, is part of unbecoming. Because that's obviously who you are in this moment. And that's obviously the reason why you technically don't have what it is that you do want. Do you want this particular lifestyle, do you want this particular career, do you want this particular relationship? Why don't you have it? I don't have it, because I have this, this, this, and this. Okay, let's get rid of it. Let's align with that thing, be aware of what's in the way, and let's get rid of it. So let's release it. Let's take care of it. Because this does not serve you, and a lot of that also has to do with knowing where it comes from and healing that. Reprogramming that.

Anita:

You got to dig deep, right? You got to peel back the layers. You got to do the work. You got to do the introspective work, but a lot of people don't want to do that. They don't want to. It's too... and I get it, right, because it's hard. It is definitely hard. It's challenging. It's hard. You know, you have to sit there, and you have to sometimes relive stuff, right, that you didn't want to relive. I realized that going through my process of unbecoming that I had stuffed a lot of stuff down. Right. I talk about that Pandora's box. When I was talking to my therapist, yes, everybody I have a therapist, I talk to her every Wednesday at five o'clock. So hello, deal with that.

Dawn:

Everybody should have one!

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**Anita:**

Everybody should get one or two or three. During 2020, I had 2.5, honey, but what I did was... so remember in the fish tanks, right, and in the fish tank at the bottom they would have the chest, the treasure chest. And every so often the bubbles would go, and your chest would open in the bubbles. So I was talking to my somatic experienced practitioner, and I told her, I was like, this year with George Floyd, and, you know, everything that was coming up for me with that... and then I had taken a trauma informed yoga training which opened up you know, Black people, we don't have trauma. We have issues right? Yeah, we don't call it trauma, but I realized I had trauma, and all of those things were uncovered. I felt like this treasure chest here with all... it was tightly closed. It was padlocks and all this stuff oozing outside because it was full. It was full and I told her I was like, you know for me this year 2020 It was like that chest was busted wide open. It was wide open, and now there was all this junk in there I needed to go through, and what she said to me because you know if you guys know me personally, you know a cuss like a sailor. She said...

**Dawn:**

Me too. It's sometimes not ladylike, but it's very eloquent. And

**Anita:**

I think during those times, you are extremely clear of the message that I'm trying to get across, right? So as, as we're talking about it, she says to me, you know, you should get something that symbolizes this chest for you. And immediately I thought about the fish tank chest and went to Petco and bought it. But what she said was, she wanted me to look at that chest as though even though I had all the junk on top, that as I continue to work through and clean out and pull out the junk, that I would eventually get to the treasure underneath. And now it's like, Oh, my God, I

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love that. But those days, when going through that work, and going through that junk, those were not easy. They're not easy at all. Now, as we talk about executive women, you're trying to deal with your junk and your treasure chest or your trunk, whatever you want to call it. And at the same time, while you're running a business, you're trying to build an empire, you're trying to run departments, you're the CEO, CFO, CIO, CTO, CEO, COO, you name it, you're in the C-suite, right? Anything. You're a mom that has... you're trying to deal with your kids, you got, you know, one kid, to 5, 6, 7, 20 kids, doesn't matter. You don't get to devote all of your personal time to your growth. So now you have to grow through these things while you're still trying to live life. That's hard, and most people can't do that.

Dawn:

Right. And the thing about it is, once you discover what it is, some people don't even know you can. They don't know it exists, that healing is possible. That balance is possible. And so they think chaos is normal. It is their normal. So they realize, wait a minute, I have options? Are you willing to go through that options? Right? Yep. Because will, desire, and courage, are the main ingredients to getting this done. Determination. There's no negotiation. I'm going to heal. Those days where you feel like okay, this is getting out of hand. This is too much. I don't want to do this. Those are the days you just like what is all this for? Definitely. I mean, mine's gone on now 15 years. I take pride and say there is no doubt at all, in my mind, in my heart, in my body in my spirit, that I'm gonna only live my purpose. I don't doubt that I'm gonna get it accomplished. Whatever accomplished is. My last breath is gonna be one have no regret. I did my job. I did everything I wanted to do, was supposed to do, and needed to do in this life. Because I did it with intention. I'm living on purpose with purpose. And there's to me there's no excuse once you awaken, once you know these things, once you know the consequences of not? There's no

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excuse why you can't see it through because obviously, up to this date, you survived 100% of what was trying to destroy you. Yes, you survived 100%. You're here. I didn't say you weren't you know, unscathed. You weren't. You know you got bumps and scars.

**Anita:**

Absolutely.

**Dawn:**

You're still here for a reason.

*Join us next week for Part 2!*