

MASTERS by Winn Claybaugh, May 2026

Danielle K. White: Bringing Out the Best Version of You!



Danielle K. White created the Natural Beaded Rows® beaded hair extension method and founded the luxury hair line, ISLA® Hand-Tied Hair. As a business mentor and coach, she believes that hair is a powerful form of self-expression and a reflection of confidence.

Interviewed by **Winn Claybaugh**, Danielle shares her story of building a beautiful life and losing it all, the power of intuition, and the importance of trusting those strong messages. She also answers one of Winn's favorite questions for successful women: "Can you have it all?"

WC: Hi everybody, Winn Claybaugh here, and welcome to another issue of MASTERS by Winn Claybaugh. And I think lately I've been starting off almost every podcast with this message that, hey, I'm in my 30th year of doing this. Thirty years of having this opportunity to sit down, and, as I always like to share and I'll share it again—you know, for me, starting off 30 years ago, I was already doing this, meaning I was already finding wonderful, successful people to ask them questions. Because I love Tony Robbins' message that we either learn through inspiration or desperation. And for me, 30 years ago, it was desperation. I was desperate. I needed help. I needed mentors. And so, when I was tracking people down and asking them questions and their answers were so brilliant that I thought, *I need to share this with everybody*. And so that's when I added a microphone. As long as I'm going to sit down with a mentor, let me add a microphone and record their answers and share with other people. And 30 years later, to be able to have this same opportunity is just such a wonderful, wonderful privilege for me and I never take it for granted. And today is going to be another replica of that, another opportunity for me to sit down with somebody who has so much to share, who has been using her story. Her story of falling down, figuring things out, coming up with a different blueprint for her life, and then with her success—and we're going to hear about all of that—with her success, is helping other people. So please, just straight up welcome Danielle White. Danielle, thank you so much for saying yes to this.

DKW: Yes, thank you for this opportunity and having me on the show. You know, we talked about earlier how I'm a Paul Mitchell alumni. So, of course, when you asked me, I'm like, "Absolutely."

WC: And wait, you're—not to age you, but Lord knows I can age myself. I am now 67. So yesterday was my birthday. So of course, my 14-year-old daughter is more excited about the fact that my birthday is six-seven. I'm now 67, so.

DKW: [Laughs]

- WC: You're much younger than I am, but the fact that we have this history now, because you graduated from my Paul Mitchell School in what year?
- DKW: Two thousand and two. So, I feel like that kind of ages me. I'm like, I stopped telling people how many years I was behind the chair when it was over two decades. I was like, "I've just been in it for a minute." *[Laughs]*
- WC: Well, not a minute. And because of that wonderful, wonderful experience that you have, you're able to share that with so many people. So, I'm going to read this. Danielle White is an entrepreneur, industry disruptor, and the creator of a sought-after hair extension method and a luxury hairline. Beyond her innovations in the beauty space, Danielle is a business mentor and a coach who has guided thousands of women in building successful careers rooted in skill, mindset, and consistency. In addition to her business success, Danielle is passionate about health and fitness. She believes that true confidence starts from within and that physical health plays a key role in creativity, discipline, and self-expression. At her core, Danielle's philosophy is simple: hair is not just vanity; it is a powerful form of self-expression and a reflection of the confidence a woman carries within her. Her mission is to help women build lives of alignment, intention, and impact, trusting that when they listen to their intuition and walk in purpose, they become vessels for something far greater. Now, you know, I am in the professional beauty industry but I've never been a hairdresser. I've never been a barber, a skin therapist, a makeup artist, a nail technician. But obviously with 40-plus years in this industry, a lot of my growing up and my mentors and my falling down and getting back up and learning wonderful lessons have all come from the professional beauty industry. And Danielle, I know that you're a speaker outside the professional beauty industry as well. And it just seems like the stories that we have learned that come from our industry absolutely have application across many, many industries. Have you found that to be the case as well?
- DKW: Absolutely. I always say, you know, hair was simply my tool. But the principles that I believe in go across multiple businesses, right? And I think that hairstylists or artists almost hold themselves hostage in this role of "I'm only an artist," you know? Or it's like somebody who's a baker: "I'm only a baker." But you can't have the success without like the life lessons that you talk about. You can't have the success without learning multiple trades. It's not just about being a great artist. It's about being great at multiple different avenues. And that's what people don't see behind success, is it's not just the art. It's what happens behind the scenes, beyond the art.
- WC: Well, based on what you're already talking about, of course, I'm already off script, which I think is supposed to be that way. But you just—because I was at one of my schools last week and a student, so this is a student who came up to me and her conversation privately with me was, "Gosh. You know, I'm 50 years old. You know, what advice do you have for me?" And I asked her, I said, "Are you telling me that you're 50 years old because that's the thorn in your side? That's your pity-party part of your story? Or are you sharing that

you're 50 years old like this is something to be proud of?" And of course it was her pity party. What do you have to say about that?

DKW: I think it's like we're women. It's like my clock is ticking. I'm done. Like at 50, I should have had more success or I should have become more or I—it's too late to go further in the game. And it's funny, it's interesting, even for me. I'm 43, I'll share my age, I don't have a problem with that. But even for me, I feel like I'm at this new level. I still feel young at heart, I mean am young, but I feel like there's not really an end to this game. And when you start telling yourself, "Oh, I'm 50," you're putting that narrative in your brain. You're telling yourself already right out of the gate, "I'm tired." Why? Because life told you you're 50? I know a lot of very energetic people that are in their 50s crushing it, right? So, when she comes to you and she has this energy of like, "What do think I should do," he's almost asking for permission. "Should I get out of this industry?" And Winn, yeah, I know you're not going to say, "Absolutely." You're like, "No, it doesn't matter if you're 50. What do you need to do different to have more success in this industry?" And I'm sure, you know, there are so many artists that, they get burnt out because they just kind of abide by the industry norms or whatever it is and they don't change anything. And they think, "Just put in my time and eventually I'll have success." But you know, that's not how life works. You can't just put in the time. So, she was probably asking you that like, "Give me permission to get out of this industry," but it's never too late. When I hear people that are like, "Oh, I did hair for 10 years and I just got burnt out," I'm like, "Why? But why did that happen?" "Well, I couldn't get clients or I couldn't do this and I couldn't do that." And I'm like, "Well, it doesn't matter what industry you're in. It's not just hair. You could have been in a different industry and had the same experience." So, I hope you told her, like, it's not too late. I hope you told her. I'm sure you did like, "Hey, let's get you excited about this again. It doesn't matter if you're 50. That just means you have more reps than 20 year olds."

WC: Exactly. That's what I was sharing with her. So, I'm asking her questions. "So, have you raised kids?" "Yes." Oh my gosh, that right there alone makes you more hireable than an 18-year-old who does not have that life experience. You know, one of my favorite quotes nowadays is that you can't Google wisdom. You know, we can Google lots of things, but you can't Google wisdom. And when you're 50 years old or 60 or 67—I'm six-seven now—we've got wisdom. And that's so, so valuable, which makes it so attractive to future employers and to customers. So.

DKW: Right. I always feel like, you know, I've owned salons—and you're right. Sometimes the people that have that wisdom, they're easy to coach because they have that experience and they have that wisdom. They just need a little nudge sometimes to remind them of who they are and what they've gone through.

WC: I always like to find mentors who have surpassed what my accomplishments have been. And so, the advice that I would give is to find somebody who's over 50 who has started something incredible in their life after the age of 50. I

recently interviewed Mike Rowe. He's the *Dirty Jobs* guy. And he was telling a story about his mother who's now in her 80s, is having these number-one bestsellers. So, she's written her entire life. So, she had the discipline that every single day she would write. No guarantee, no publishing deal, right? She was just putting in the work, doing what she was passionate, and later in her 80s, all of a sudden became a bestselling author. I just love that story.

DKW: Wow. I think it's, too, it's the power, it shows the power of consistency and discipline. You know, you get up and you do it even on the days you don't want to do it. And eventually you've got so many reps that a door opens up. And I think a lot of times we're tested on our resilience, you know? And I think if you stick with something long enough and you have that expertise in it, eventually I think that God sees that and he opens those doors. So, it's great. It's never too late, right? It's never too late.

WC: Yeah. And you just said two of my favorite words: discipline and resilience. I want to jump into your story so people know more about you. You're married, you have four daughters. But just take us through your story because it's your story—I think that the best teachers are storytellers, so let's hear your story.

DKW: Yeah. So, it's interesting. I actually just wrote a book. It's called *God Is My Ghostwriter*. And it actually it's my first published book and it tells my story. And I was really scared to put it out there because it's very vulnerable to tell your story. But in my experience, the more I share, the more people connect with me and the more I feel like it helps other people. So, now I'm kind of at the point where I feel like it's my responsibility to share my story. So, I'll kind of start. Like I said, I actually grew up in Utah and I went to college for a semester and then decided I really wanted to do hair. But back then it was like a stigma. It was like, "Oh, she just went to hair school because there was nothing else to do," but I fell in love with it right out of the gate. And I did hair but I did it more as, like, I would say a hobby. It was really fun. I felt like I had a knack for it. I enjoyed it. And one of the reasons I also wanted to get into hair, Winn, I have the worst hair ever. Like I always joke around, I'm like I have toddler hair. You can't tell cause I'm wearing extensions but growing up, I never had great hair. So, it was a passion of mine to try to figure out how to make my hair look amazing. And my hair does not have this; this is all fake hair. This is all extensions. And so that was one of the reasons I went into hair. And so immediately I started doing hair extensions on women and I loved the transformation. It was very rewarding for me. But like I said, I kind of did it more as like a hobby. I don't feel like—I definitely didn't charge my worth but I loved it because I loved making women feel beautiful. And it wasn't until I had two daughters and I was still doing hair and it was when the market started to crash back in 2009, I think. And my husband was in the mortgage industry and we lost everything. We went from having a very successful mortgage company. I had my dream car, my dream home, and I was young. I was in my late 20s and I just felt like I had the rug pulled out from underneath me. And we went from kind of having, like this, you know, fairy tale, hit all the check marks, did all the things we're supposed to do to feeling like we lost

everything. And to the point where, you know, our cars were being repo'd. We were selling furniture just to have money for food. Like hundreds of thousands of dollars in debt. Like it just kept going down and down and down where I'm like, "I don't know if it can get any darker." And the story I told myself is, "Well, what am I going to do? I'm a mom and I'm just a hairstylist." That was my story. That was my narrative. And I kind of had this moment where I'm like, "You know what? That's the skill I have in front of me right now. And I'm good at it. And I really enjoy it. Like, how can I turn this story around for myself?" And that's when I developed the brand of Natural Beaded Rows, because I had created a very unique way to do extensions that nobody was doing. Back then, it was individual bonded. It was tape-ins. But nobody was doing any kind of beaded row extension methods. And I had kind of created it because I had learned so many different methods and kind of came up with my own way of doing it that worked on my hair. And then it started working on a lot of my other clients' hair. And so, at the time, thinking we had lost everything, I can't help contribute for the family, I thought, you know, I always have people asking me to teach them these hair extensions. And I undervalued myself and just didn't think it was a big deal. And I thought, well, if people are asking me to teach, maybe I could turn this into something. And so I did. And the first thing I did, Winn, this is crazy. This was back when you couldn't buy a lot of educational products online. Like nobody was doing it. I always tell people, like, I came out and created an online course when nobody was doing that. And it was maybe you had like some of the DVDs or like the VHS, like way back then, of hair trainings and things like that, that you could watch. But no, artist was putting out education for other people to buy it. It was like, if you wanted education, you went to Paul Mitchell, you went to Vidal Sassoon, but like you didn't have individual artists that were educating. And so, it was very scary because I was one of the first that I felt like put myself on the scene and was like, "Hey, I'm Danielle, I'm the creator of Natural Beaded Rows." And I had a lot of imposter syndrome. Like, "Who am I to put a product out online and who's going to buy it from me?" And it's funny because my husband actually filmed this home study course. And I didn't have money to pay for it so I did all the editing. I literally like figured out how to, we like built it out together, my husband and I. And I'm just thinking, "This is awful. Nobody's going to buy it. Like, what am I going to do?" But at that point I'm like, I need to help provide. We need money. Like, let's just put it out and see what it does. And the first product I sold was an online course and people were buying it. I was literally driving to Walmart and putting together these kits and physically putting my little stickers on them and mailing them out to them. And in the beginning, it wasn't a lot, but I'd sell three or four, you know, a month. And I started to have this like *aha* moment where I'm like, okay, this is kind of working, you know? And fast forward, I started putting on small classes. I ended up moving from—we were living in Arizona at the time. I ended up moving to California. I opened up my very first salon, which I never wanted to be a salon owner, ever. I was always more passionate about helping and education, but I felt like I needed a salon owner so that I could help educate

other artists. And it's crazy because I had so many moments in my journey where I wanted to stop. I'm like, "Why am I doing this? Why am I doing this?" And meanwhile, my husband started having success. He built a company called Wake Up Warrior. So, things weren't so dark. We were both kind of building our own individual companies while trying to raise two children. And I just, I had moments of hustle and grinding and building where the mom guilt set in and I'm like, "Why am I doing this? Why am I doing this?" And something just kept pulling me forward saying, "You've got to keep going. You have no idea the impact this is going to make and who it's going to help." And so, I really kind of like held onto like, "Who needs to hear this messaging?" Or, "This is so stupid, it's just hair." But I didn't realize at the time: hair was just like the carrot, the dangle. Like, hey, come take this extension lesson and then see where they could unfold to the next chapter. So, I started doing the small classes and they started to pick up and I was having a lot of success, but I was very burnt out. So, I asked my husband if he'd come in and kind of help me restructure these classes. I'm like, these girls need more. Because what I found is I would teach them the extension technique and then I'd get 75 emails because they couldn't figure it out. But I knew it wasn't just the technique itself. They didn't know how to market. They didn't know how to advertise. They didn't know how to take photos. They didn't know how to set up contracts. They didn't know how to do all these little things that I learned along the way. Nobody really taught me. I mean, I had a few mentors here and there. I probably did it wrong 75 times. But they didn't have all these other skills, like I talked about earlier, that they needed to have the success with the hair. So, that's when I brought my husband Garrett in and I'm like, "Hey, we need to teach them mindset and business and it's gotta be more than just NBR. Like NBR is a great technique and it's working, but we've got to help these artists." So, he came in and that's when things really expanded. We started doing even more events, but we would do half—we call it BMS: business, marketing, and sales. And then half NBR. And we'd do two- to three-day events. We'd have about 20 students per class. And it just kept picking up and it kept picking up. And I think I was ahead of the curve with what I was doing and that's why we started to kind of create this momentum. And then it got to this point where we were holding hair events of three to four to five hundred students. And I was like, wow, like it seemed like it was happening so fast. But in—through all of this, you know, I never would have thought any of this was possible because it took me probably seven, eight years after we lost everything to get to this point. During the process, like I said, we repaired our finances and we just both kept pushing our companies. And it just got to this point where we were like, "Oh my gosh, we're not in the hole anymore. We're actually—we're having success." And it seemed like a really long time, but now looking back, I'm like seven years is not that long.

WC: Not at all.

DKW: And people underestimate what they can do. I'm like, they'll sit on the sidelines for two, three, four years. And I'm like, "You could build so much in such a short period of time." So that's kind of like the fast version of, you

know, how I sort of built my brand and where it took me. But that's like why I'm passionate about helping the artist is because the journey that I went through as an artist that had to become more than the artist, that had to become the entrepreneur while being married. And then even going on. I meant to only have three kids but we had an oops baby, a surprise baby. [Laughs] So, you know, people say, "How do you do it all?" But there's always those seasons. You know, and I try to inspire other women that you can create your dream life, you can create your story, but it is a journey.

WC: I want to ask you some other questions, more on the personal side of it. So obviously, through all of this, you had to really fight for your marriage and family through these challenging seasons. And I'm sure that also meant that you were tempted or even asked, required to sacrifice things that really matter the most. And I'd like for you to touch on that a little bit. Because, you know, building a life of alignment without sacrificing your marriage or your family or yourself, you know, that's a lot. And I know that listeners right now are—not just women, but men are thinking this as well.

DKW: Right. So, one of the things—my husband and I actually, when we lost everything, I didn't know if our marriage was going to work. We were kind of at a point where I had just had my second baby and that's when we lost everything. And one of the things that we decided to do is a date night every week, even if we didn't have money. It was like if we went for a walk at the park or whatever it is, sometimes we'd pay the babysitter more than our actual date was. So that was one thing. When we got to kind of this place where we didn't know if we wanted to be married anymore, we were like, okay, how did this happen? Right? It doesn't happen overnight. And having two kids, I felt like, you know, I'm not ready to call it quits if I haven't given it my all. And so, we simply started with that, just doing date nights every single week. But I'll tell you a story that, I mean, it's all about creating boundaries and there's always seasons of hustle in life. And I think that boundaries is a friendly reminder to switch things up and change it up if needed. I remember one time there was—actually not one time, there was many times where, when I was kind of in the thick of things, building my brand plus working at the salon, plus I had two young kids. I would drop my kids off at school, get to the salon, I'd be there till nighttime, come home, they were already in bed. Youk now, I didn't get to see my kids. And I just thought, "Well, you know, this is a season of hustle, it's where I have to be right now," till I pushed myself to that burnout place. And I remember one particular night, I came home, my kids were in bed, but I was still doing all my marketing. So, I came home, I'm answering all my text messages, following up with clients, and then I, at the time, I had a blog. So, then I went in, created my blog post, created my emails for the week. And the next thing you know, I'm like, it's one in the morning and I'm still working. And I'm thinking, I remember just sitting there, like I can't keep doing this. And I physically fell on the floor and started sobbing. I was like, I can't sustain this. I want to see my kids. I don't want to be working these long hours and doing this. But I couldn't see a way out. As I'm sitting there, like on the floor sobbing, this calmness just came over me. And it was—I just

thought, “You need to set boundaries for yourself.” That’s the only feeling I had is like, “You’re right, you can’t sustain this, but that doesn’t mean you’re going to quit. In fact, if you continue like this, you will burn out and you won’t impact the people that you feel that you’re called to impact.” So, I remember just feeling like this warm, calm feeling. And I stood up, finished my email, went to bed. The next day I go to my husband and I say, you know, “What do you think I should do?” Cause at that time in my career, I would say 50 percent of my clients were flying in to me. So, I just felt like I couldn’t say no. And I was working Saturdays, too. And I said—he said, “Why don’t you just stop working Saturdays? Why don’t we start there?” I’m like, “No, that’s what we do in our industry.” Like, we work Saturdays, that’s what we do. And he’s like, “Why?” And he kept challenging my box, my beliefs. He’s like, “Why, why, why?” And I was—finally I broke. I was like, “I don’t know. I guess I don’t have to work Saturdays.” I said, “But looking at my books, my next like four weeks is all people flying in.” He goes, “So cancel.” I was like, “I can’t.” So finally, my husband’s like, “I guess you just want to stay and continue to operate the way you’re doing.” He’s like, “But it sounds like that’s not working.” And I finally was like, okay. I remember I called every single client on those Saturdays and I said, “Hey, unfortunately I’m going to have to cancel your client. I’ll pay for any flight fees, but you’ll have to come in another day.” And a lot of them said, “Well, I work other days.” I said, “I understand. I can respect that. These are the days that I’m working.” And I rescheduled all of my fly-in clients. And I remember thinking it was so liberating. I was like, “Oh my gosh. Okay, so I don’t have to quit doing hair, I just have to set boundaries.” And so that’s a big thing that I see in the industry or even not in the industry. If you get to this place of burnt out, you’re in charge. And that doesn’t mean that you’re gonna make less money. In fact, not only did I stop working Saturdays, I was like, “Oh wait, I need to make a price increase.” Like that didn’t even cross my mind. I was like, the problem is not—I don’t have to work five, six days a week till one in the morning, I need to make a price increase. And it’s one of the things I’m passionate about teaching artists today is they’ll tell me their stories and they’ll tell me their stories and I keep challenging their beliefs. And I always say it comes down to facts over feelings. Like here are the facts and here are the feelings that you’re creating. But when you look at the facts, you can say, “Oh, okay, yeah, I don’t need to work these long hours.” Or, “You’re right, I do need to make a price increase.” But we have all these stories going on in our head that we abide by a set of rules that are not working for us until we burn out.

WC: Okay. Here, I’m sitting, writing down all of these things that you’re saying. And so I’ve got to interject because some of this stuff that you shared about your story, I know other people are thinking, *Whoa, whoa, whoa*. First of all, when you were telling these clients that you had to cancel because you’re no longer working on Saturdays, did you lose a lot of those customers?

DKW: Not one. I didn’t lose one. At least not at that moment. But I had loss later on when I, you know, had times where I like doubled my prices and I had a few fall off the books, but it didn’t matter because I was making more money.

WC: Right. And also, because I, in my seminars, I talk about that hustle. Again, that's another word that you keep on using that I love. I love that word *hustle*. In fact, you called it the season of hustle, where this is a season. And when I'm on stage and I'm challenging people to be what I call a visionary and I lay it out: to be a visionary means that you're the first to arrive, you're the last to leave, you say yes to everything, you never say, "That's not my job." So, I'm sharing these things and I know that there are women in the audience that are like, "You know, Winn, I would love to be the first to arrive and the last to leave, but guess what? I have four kids. Sorry, I have to see them off to school. You know, Winn, I have to leave work by three o'clock to be home to greet my kids and to get them going on with homework. Sorry, Winn, are you telling me that I can't be a visionary simply because I can't meet this status that you're sharing with everybody?" And of course, my answer is no, that doesn't mean that at all because what you are doing is you're in your season of hustle. And so maybe there's time where you have to swing the pendulum towards "I've got to focus on my career." And that's a good lesson to your kids: hey, Mommy is sacrificing and compromising to build a better life for us. And that's something wonderful for kids to experience and to learn about Mom because then they'll duplicate that at the time in their lives when they need to go through that season of hustle. But then you're also setting those boundaries that you're talking about. So, I'm just curious to know how that all played out for you. I'm also curious to know—sounds to me like your husband is a great guy. I know he's a great guy. But through his experience through all of this, it had to be challenging for him as well to be on the sidelines while he's building his company and his business and watching you struggle and try to figure your boundaries out at the same time. I mean, there's a lot happening right here that I'm very curious about.

DKW: Well, it's interesting, too, because I do believe you said something interesting that, you know, kids, they'll watch your example. There was a lot of times I would bring my girls to the salon and involve them in what I was doing, whether it was like cute little hair tutorials, no matter what it was. And I remember one particular time I had my oldest daughter there and she was young at the time and I'm filming some sales videos and I felt so bad that she had to see Mom at work and all these things. And I had this video that I was doing and I was getting all passionate and got a little emotional and it was like after I got done with the video she looked at me and said, "Mom, you know, you're a really good mom." And I just was like, just start bawling. It's like, wow, you know, here I am feeling guilty that I'm dragging my daughter to work, not realizing the impact that I'm having on her. So, number one, to any of the moms that are listening, kind of like, if you have a little bit of that mom guilt, I say it's a friendly reminder to be more present with your kids. You know? But the reality is a lot of moms need to give themselves more credit, especially the ones that are working. But I did get to the point where with my kids, I wasn't working those long hours anymore. It started at that burnout time. I said, "You know what? I'm not doing that anymore." I wanted to pick up my kids from school. So, I started doing work—and that's when I started

working only three days a week because I wanted, I was in that mom season. And this is actually an interesting story because I broke through all these limiting beliefs and made these price increases and I decided I'm only doing hair extensions; I'm not doing every single service. And I was like, wow, I'm actually making three times more and working half the time. And so, for me, it was, you know, if you're putting in your season of hustle and it's not working, you just need to do it differently. So, I wanted to be able to make the same income or more, which came with, like I said, making a price increase so that I could go to the salon, be very productive, but then I could also do the mom thing. And so that's one of the things that I taught my artists for years, primarily because a lot of my artists were women, they were mothers, and they had this narrative and this story. Like, you know, to make good money, I've got to work these hours. And I'm like, I've done it, it's burnout, you feel mom guilt, it's not a good idea. And I have proven that you don't have to burn out, that you can love your clients, that you can be a mom and that you can do both of it and make great money. So that became a huge message inside of my community of artists. And we started teaching something called 333. And it was you work three days a week and you do three clients every single day. Because hair extension is a long transformation. It's like a three- or four-hour appointment. And I taught this model for years to my artists that you can literally go on vacation, go on date nights, make great money and be a mom and only work three days a week and take nine clients a week. And they didn't believe it. They're like, "No!" I'm like, I have proven it. I have done it. And so that's what I started to teach a lot of my artists was this model because what I found in it is you didn't resent your clients. You got to do the art and do the things that you loved. And you also got to, you know, if you didn't have kids, you got to have relationships with other people. And so, as we started training artists to do this, this is when I started to see a ton of success because the artists weren't feeling burnt out anymore. They weren't resenting the clients. They started to actually truly love their life behind the chair. But it's also when I was educating the artists, it wasn't like they didn't believe it because they couldn't see the bigger version of themselves. With artists, you know, we go to hair school, we learn the art, we check all the boxes, and then we wonder why it's not working. And it's because we need another set of skills in order to have the success. So, when I would tell my artists like, "Hey, I've proven this, let me show you, trust the process," it was really rewarding for me to see the success that they could have as an artist.

WC: When you're talking about this season of hustle and trying to avoid burnout and you gave us some real, real wonderful ideas. First of all, just date night, the power of date night. You know, what do they say? That there's two things that you'll never regret doing. One is going to the gym. You'll never regret that. And number two is taking your spouse on a date. You're never going to regret that, either. So that was obviously really good advice. I like that you said that, and you're sharing what some of those boundaries were: that you stopped working on Saturdays to have more balance. That you wanted to be a mom. You wanted to be the one that got to pick up your kids from school.

Not everybody in your audience, and I know that you have large audiences that again have nothing to do with professional beauty industry. Not every person in your audience has the freedom or has the flexibility, meaning they're working for somebody else. So, they're not independent artists. What's the advice that you have for them who might be experiencing this burnout and lacking the boundaries and feel like it's all too much for them? What other advice do you have for them?

DKW: I am such a firm believer that if you don't like the situation you're in, create a new situation. It's tough to say that because I understand, you know, if you're working for somebody else, but I have coached a lot of artists, you know, they're in a commission salon, they don't control their schedules as much, but I owned a salon, a commission salon. And I was always willing to work with my artists. So, I think it comes down to communication and what you want. So, if you don't like the situation, if you're, you know, in a salon and you don't like the situation you're in, you might think, "Maybe I need to go to a new environment, a new salon," or "I'm stuck here, I have to do this." Or maybe it's opening up a conversation with whoever the salon owner is to see if you can create, you know, whatever that looks like for you. It could be—I have a lot of artists that will learn Natural Beaded Rows Extensions and they come to their salon owners, it's a commission based, they're really excited. They're like, "Hey, this is going to make me and you more profitable." You know, so there's always ways inside of whatever situation you're in that you can have communication and add more opportunity for yourself. I am a firm believer; it all comes down to your willingness to not accept where you're at if you don't like it. And then again, opening up conversations that could change that for you.

WC: Oh, great, great advice. I want to switch gears here a little bit and talk about empowering women. What do you stand for? As a woman, as an entrepreneur, and as a mother, what is it you feel like you stand for?

DKW: I think that, well, not just specifically for women, but I have coached, obviously, primarily women. And I think we talked about it in the beginning: I feel like everybody is a vessel. Like I genuinely believe whether you do hair, you don't do hair, you're a mom, whatever it is, I think that we are called here to develop ourselves. And when you develop yourself by doing, you know, like we talked about the daily disciplines. I think that that's when we can be a vessel and help communicate a message for other people to learn and grow. And so that's something for me. I'm like, I stand behind this because if I do the daily disciplines, if I continue to push forward, I know that I'm going to get more opportunities. And I just think that everybody has a set of skills that will help other people. And so, like I said, when I'm coaching or empowering other women, it's almost like I'm trying to extract their greatness that they don't see. And like I said, it's because of primarily everything that I've gone through. But that's one of the things, if I can extract their greatness, then that empowers them to help other women. So, it's a rewarding calling. And I'm sure you can feel the same way when you can see greatness inside of, you know, going

into these schools and different things and wanting to help people and the big heart that you have. It can be a blessing and a curse, because sometimes you feel like you maybe want it more than they do. So, it's just more on the lines of helping people see their brilliance and extracting that greatness, to where they can become this bigger version of them.

WC: So, you talk a lot about listening to intuition. Can you share more about that?

DKW: Every big decision I made in my life, Winn, logically has not made sense. And the only thing I can describe that to is my trust in my intuition. Against anything: against the culture I was raised in, because I felt like at some level—you know, I got married super young. I felt like I did everything right, hit every single checkbox. And at that point in my life, that's when we lost everything. And I'm like, "Oh my gosh, I'm not listening to my intuition. I was just checking every box that my culture told me to do. And this is not where I wanted to be or expected to be in my life." So that's when I really started to lean into my intuition because I felt that was what could steer me in the right direction, even if it wasn't the typical path that I thought I was supposed to be on. And like I said, every time I've had this nudge of like, go here, go here, do this, a massive door has opened up. And I think oftentimes we don't want to listen to that intuition. We almost want to have like a guarantee. And there really, there is no guarantee. And the more that you can kind of trust yourself, like I said, that's when I've had huge breakthroughs in my life. Even recently, I think I told you, we lived in Orange County, California, for the last 12 years. We had this beautiful, our dream home, was amazing. Like we had built back our success from losing everything to success I couldn't even imagine. And we were coming to Miami to different business events and things like that. And I always loved like Miami area, lots of energy. And I had this prompt, which I believe was intuition that was like, "Hey, your time here in California is done. You should be in Miami." And I'm like, no. And I kept ignoring it. I kept, I'm like, no, no. And it just kept coming back in my mind. And, Winn, I actually found myself in a depressed state a couple years ago. I was like, wow, I've done it. I had two more kids, so I had four kids. I'm like, we had dream cars, dream house. And I was like, we've done it. And my teams and everything were managing a lot for me. I was doing the mom thing. I was like—but I was like almost getting a little bit depressed. I was losing a part of my purpose, right? It was almost like I went from hustle, hustle, hustle to not, like having almost too much free time. And I got to this place where I'm like, wow, this beautiful dream house, which I thought was it for life, I'm feeling pulled in another direction now. And so literally about a year and a half ago, I look at my husband, we're at dinner and I'm like—I remember I was like kind of sweating, I was like nervous to tell him this because he's such a hard worker and he helped build this life for us. And I looked at him, I said, "I think we're supposed to move." He's like, "What do you mean?" I'm like, "Yeah, like I think we're supposed to move to Miami, like now." And he smiles at me and he says, "Really?" I said, "Yes." He picks up his phone. He texts the realtor. He said, "Hey, we want to put our house up on the market like this week."

WC: Oh my gosh.

DKW: I was like, wow. To me, I'm like, "You trust me that much?" And he's like, "I feel it." He said, "I feel it." And I said, "Okay." It's crazy because I was at this place where I was ignoring my intuition. And I said, "You know what? Let's put our house up for sale and if it sells, it's meant to be." Well, this home was a \$28 million home in Orange County. Like those don't sell real quick. And we put it up on the market. The first people who came through the house offered us a cash deal.

WC: Wow.

DKW: Like that doesn't happen. And I'm like wow, and I, you know, I have two young babies. I have teenagers and toddlers. I don't recommend doing that. But I remember thinking, "I'm crazy. I'm moving my whole family across the country. I just sold my dream house." But because it happened smoothly, I was like, I got confirmation that it's like, there's something else waiting in Miami, whatever the next chapter is, that can't be done here in California. And so, we packed up our whole family a little over a year ago, and here we are in Miami. And it's interesting because it's kind of scary. It feels like I'm starting over, but it's exciting. Because I looked at what my husband and I did, you know, in that 10-year period in California. I'm like, wow. It kind of feels like we're starting over, but we're not really. But what's this next chapter like? So, I always tell women, I'm like, if you feel like you're stuck, it's because you're ignoring your intuition. If you actually listen to your intuition, it will just keep nudging you until you go the direction you're supposed to go. Because I believe that everybody has a designed path for them. And so, we want to say, "Oh, this is my path," but that's not really how life works. So that's why I tell everybody, intuition, it will never lead you wrong, it will never steer you wrong.

WC: How does your intuition show up for you, speak to you? Because I think you said it earlier that sometimes people want a guarantee. And how I relate it is, I lost my beautiful mother two and a half years ago at the age of 96. And I've always had this belief system that communication does not end at death, that they are still communicating. I had a good mentor say that you're watching channel two and she's now on channel three. Turn the channel. There she is. She's still broadcasting. She's still communicating. So, a couple of months ago, I had this very, very, very strong dream about my mother. And I mean, it's so much so that it woke me up in the middle of the night and the feelings and the beautiful sentiment that was just washed over me just continued even though I was awake and continued for a couple of hours. So, the next day, I get this text message from a friend of mine. So, not even a family member but a friend of mine who knew my mother. And she was like, "Hey Winn, your mother came to me last night very, very strong in a dream." Then, an hour later, my oldest brother said, "Guess what? Mom was really, really strong last night in a dream." And all of us were like, you know, wow, Mom was really busy last night. But my point is, all three of us, none of us shrugged it off like, "Oh, it was just a dream." All three of us like, "Wow, that was Mom communicating with us." And I think that some people, they want the intuition,

they want the communication, they want the inspiration to knock them over their head super, super hard, like that guarantee that you were talking about. And sometimes it just doesn't come that way. So how does intuition show up for you?

DKW: Well, I think it's being willing to listen. And there's been times in my life where I'm just not listening. And then there's times where I'm like, wow, I'm getting a lot of like, I call it like a download or like an impression or something that you're like, whoa, I can like feel that in my heart. And I noticed what I started doing or stopped doing is stop questioning when these prompts come to me. You know, it could be like, "Call your friend, call your grandma, call your neighbor." You're like, "No, no, no." And then I got to this point where I was like, especially this last year, it was like, "Hey, reach out to this person, contact this person." And there was one time, Winn, I was driving on the freeway and I got this kind of, you know, "Hey, go ahead and text this person right now." I pulled over off the side of the freeway; I didn't wait till I got home. I literally pulled over on the side of the freeway. I'm like, "Hey, just need to send you this message." This is a person who doesn't typically respond to me right away, like sometimes can take days, immediately responds to me. I was like—so sometimes I feel like intuition, and you kind of spoke on this earlier, it's like it's like an energy, it's a channel, it's a frequency and you just have to be willing to be open. And you never know who might need you. And same thing, like you said, your mom, she obviously had something that she wanted all of you to experience. And I just think that's kind of how intuition works, is being very aware and acting on it. And sometimes it could be nothing, but I hate to have it be that one time where I'm like, why didn't I just pull over and text her?

WC: Right. See, that's a perfect example, because I know people, everybody listening to this, you've had that experience where somebody pops in your head, "You know, I should call that person, I should reach out to them." And then you do and that person is like, "Oh my gosh, I was just thinking about you. I was just thinking that I needed to talk to you. I can't believe that you called me." That happens to us all the time. But how many times does that person pop into, or a person pops into our head, you know, "I should reach out," and then we don't do it. So, such great advice. This is a very interesting question. I can't believe I'm even asking it. And you might say, "Well, I don't want to answer that." So, here's what I was thinking that I wanted to ask you. What is it that you dislike about women in general, meaning the community of women in general? And of course, then the flip side to that is, what do you love about the community of women?

DKW: Yeah, it's a tough question to answer. Women, we're dramatic, myself included, right? Like we can be a little bit dramatic. We have hormones, but I think you nailed on it is like, why can't we be bigger cheerleaders or, you know, why does this go on for women? But I will tell you, for me, like I'm not a dramatic person by nature. Like I never have been. Maybe that's why I can handle four girls. God's like, "Here, you got four girls because you don't buy

into the drama.” I'm like, great, let's do this. But I think it's something for me that I don't think there needs to be drama. And I don't think that—if ever I'm triggered by somebody, I try to like look inwards. Like why am I triggered by this person? Why am I not cheerleading this person? And it kind of comes back, like I kind of put it back on me. Like it must be an insecurity within me. And so, I kind of understand that about myself and I understand I am human. So even if I hear drama or cattiness, I try not to necessarily judge that person because I'm human. And sometimes I'm like, “Ooh, why did I just have that feeling or thought about her?” You know, I try not to entertain it. I try to look inward like, “Okay, I obviously have something in myself that's bugging me. Maybe she makes more money than me. She's more popular. Clearly, I'm uncomfortable with that. Okay, well, what do I need to do to change that?” So, I wouldn't say that's something that I dislike about women. I say it's like we are human and it's a reaction. I would just encourage women, if this negativity comes up, if this thought comes up, put it back on yourself. “Ooh, why am I feeling this way?” You know, and you kind of get to this place where, even if somebody's bugging you, you just accept it. I tell so many people, I've coached thousands of artists at this point, and I kind of got to this place where there's been drama about me, and I say, “Whether you like me or you don't, I hope that I had impact in your life. And for me, I can sleep good with knowing that. Because you might have taken one of my programs, and now you might be talking drama, but I know at some level, I helped you get success that you have in your life right now.” So, I don't know if that's good advice or bad advice to give women, but it's not something that I dislike about women. I would just encourage women to look into that feeling that you're having. And then on the flip side of that, what I love about communities of women is we do need that support. And I think it's more common to see women bond together and support one another than it is men. And that's one of the reasons why Garrett created his company, Wake Up Warriors. He's like, you know, men don't have a safe place to have that same bond that women do. Women are the best referrals on the planet. Like if they like you, 20 of their girlfriends come. So, I love that about women, that they're, number one, they're great at connecting. You'll always see tons of women's groups. You don't see a lot of men's groups but women have always had that natural community to want to support each other, lift each other, cheerlead each other. And I think we need it. I think that when we isolate ourselves and we don't have that community, that's when we have those negative feelings. And honestly, Winn, I think I told you, I built up an Academy up to about 500 artists that were primarily women and people thought we were crazy. But what I did, and I didn't realize at the time, I built a very strong community. It wasn't just the technique. These women were diehard for one another. They were raving fans of the technique, but they were raving fans of the culture and the community. And that's something I see very strong inside of the Paul Mitchell community. It's not necessarily just about the hair. It's the culture and the community that stands behind the name of Paul Mitchell. And so that's something that I can share with you is that—and that I love about women or even artists in general—is

that we can create such a strong bond and community for one another to help move each other forward and help support one another.

WC: Beautiful. I know you've already sort of answered this question multiple times, but what do you believe women get wrong about success and balance?

DKW: What do they get wrong about success and balance? You know, I think that for women, when it comes to success and balance, we have to give ourselves permission, period. You know, for me, I could have said, "Oh, I'm a woman, I'm a hairstylist, I can't have the success." But if I didn't change that statement and that narrative, I wouldn't have been able to have the success that people see today. And so, I think for women, or for men, but specifically talking to women, you have to constantly challenge the story and the box that you're in. Otherwise, you'll be a victim to that story, and that story will hold you hostage. And so that's what I love doing. That's why I love having people see breakthroughs. It's like all of a sudden they see out of the box and it's liberating. You're like, "Yes! You finally saw out of the box." And so, women, we are definitely all crazy, myself included. So, I will admit that, which allows me to have, you know, grace in situations and understand that every challenge or speed bump that I have is just a speed bump to grow to another version of myself.

WC: You know, sometimes I think that women feel that they have to adopt this aggressive stance in order to be taken seriously. You know, I wrote a book called *Be Nice* and some people think, like, gosh, if I'm nice—and that was the response I always got back. You know, if I'm nice, people will walk all over me. So, in your opinion, can you be nice and still get things done in sometimes a very hostile world?

DKW: I think you can. I'm not, I'm sure you can tell I'm not a very aggressive person. I would say that for me doesn't even feel like my personality. So, I approach things a lot more different. I approach things a lot more feminine. And I think there's that narrative that women have to be like boss babes. And I'm like, what does that even mean? I'm like, what you need to be is your authentic version of you. And people can kind of feel the authenticity. They don't need somebody who's this aggressive person. So, for me, I never felt like I needed to be anything other than me. I just wanted to become a more educated version of me and still stay authentic. So, when I'm coaching women and a lot of them in the hair industry, I say, "Your message is not landing because you're trying to be somebody else. You need to be your authentic self. And that's why maybe you're not getting the clients you want. It's because the person I see here today in my event, that's not who's showing up online. I don't really know who this person is showing up online. And people can feel your authenticity." And even now with social media and so much available, people are buying based off of who they trust. I'm like, "So, if you can learn to be your authentic self, that's really what's going to sell to your audience." And so, I don't, you know, to answer your question, Winn, you don't have to be more aggressive. You do have to challenge yourself. You do have to, you know, learn different techniques. You have to educate yourself, but you can

become the bigger version of yourself without being able to feel like, “Oh, I have to be aggressive and that’s not me.” And I’ll also tell you, too, I am nice. And I have gone through situations where I was too nice and I cared too much and it kind of screwed me over. And I learned, okay, maybe I’m being too nice. Maybe I’m giving people the benefit of the doubt. And what I learned is I need to be a better communicator. Cause what I’m doing is I’m being too nice, I’m not speaking up, I’m not communicating, and then I’m surprised that something blows up. And so, for me, I would say for women, I always say you need to just become a better communicator; otherwise, you’re just going to snap back into like victim mode of like, “Oh, it was them, not me.” But if you can learn how to communicate, you can take ownership in whatever it is that happened.

WC: Some of these questions and sentiments, by the way, are coming from our good friend Tim Storey. Tim Storey is the one who more recently introduced us. And so of course, I contacted him. “Hey, Tim, I get to interview Danielle, what are some questions?” And so, some of these questions came directly from him.

DKW: Yeah, I’ve been coaching with Tim for the last year. So, he knows me pretty well, but I’m not surprised those questions came from Tim.

WC: What a great guy. Maybe some people would say it’s the feminine traits of surrender, it’s the feminine traits of authenticity, whatever, if that’s what people think and that’s what they believe, well, that’s exactly what I’m trying to adopt. Just even maybe two days ago, I saved a social media video of somebody who was talking about how she’s just at a stage in her life where she just doesn’t want to have to argue or disagree with anybody anymore. You know, and especially nowadays, the world that we live in. And I can get this way, my gosh, can I get this way where I just, you know, I have an opinion, my opinion is right. You know, the political divide right now. And she was just like, you know, if somebody comes at you with this very strong and they’re so strong with their opinion and their input politically that you don’t have to debate it. Just say, “You know what? You’re right.” Or, you know, “Thanks for sharing.” Like, why do I need to convince this person of my opinion? But the context of her sharing this video or this message was peace. Peace of mind, you know? And sometimes we would rather be right than to have peace of mind. We would rather be right than to be happy. And I just have to remind myself: I’d rather be happy. I’d rather have peace of mind than to walk away from a dinner conversation like, “Aha, I showed them all. I was right.”

DKW: Right. Well, it’s interesting, too, is we get so passionate about our belief system so we want to try to convince everybody that they should believe what we believe in. And you’re right. There’s a lot of bliss and peace in just saying, “Okay, what you believe is true for you and what I believe is true for me,” you know? And it’s interesting, too, because, you know, going back to educating a lot of female entrepreneurs and hairstylists, I get the comment, statement of, “I can’t do this, Danielle, because I’m introverted. I can’t do this, Danielle; I’m

not the aggressive boss lady.” And so, kind of even going back to your previous question, it's interesting is we think that being introverted is like, in our DNA: “Well, I'm introverted.” I'm actually, Winn, I'm actually very introverted. Even doing hair in the beginning, it was hard for me to have a conversation with clients. And when I started my brand, like the idea of putting myself on camera, I was like, “I can't do that. That's not me.” And I could have let that hold me back. But now I've been doing podcasts, I do tons of trainings, I do public speaking. Me, you know, 10, 15 years ago, oh, if anybody even said hi to me, I was like, “Oh my gosh, you just said hi to me.” I was so nervous, you know? So when I'm coaching women and they have this idea of who they need to be, I say, “Well, maybe you're just not her yet. You know, you have to acquire these skills to get you to this bigger version of you.” So, you might see somebody online and be like, “Wow, she has got it all figured out,” but you didn't ask the story of how she got there. You're just seeing the highlight reel. You're just seeing the end picture. And you don't even consider that you could have the same. for yourself, but you immediately tell yourself, “Oh, I'm introverted. Oh, I live in a small town. Oh, I was raised this way, and you tell yourself no. So, you know, whenever, again, I'm coaching women and they think they have this idea of who they need to be, I say, “Well, maybe you're just not her yet.” And when I tell them that, it's like a light bulb goes off. They're like, “What do mean?” And it's like I'm giving them permission. Yeah, what would it look like to get to that level of success? What would it look like to be a number-one podcast? What would it look like? You know, you're just challenging their belief to where a light bulb goes off. And the other thing I always say when I'm coaching is, “Start with where you're at.” You know, you could want to be a salon owner. You could want to own this million-dollar home. But where are you at right now? You know, I'll have artists I'm training are like, “I want to be a salon owner.” Do you have a full book of business? No. Do you have an assistant? No. I said, “Okay, what do you have? Where are you at right now?” And if you can start with where you're at and you can stay consistent, eventually you can have what she has that you're telling yourself you can't. But you can't have it overnight and you have to start with you're at.

WC: Great advice, great advice. So, I like that you said that you're an introvert. You hear that a lot, that major celebrities and singers and performers are actually introverts. I kind of feel that way about myself a little bit. I can stand in front of a thousand people on stage, you know, for a couple of hours. The second I come off that stage, I'm kind of quiet. I'm kind of reserved. I don't want to be the life of the party because I'm not the life of the party after that. I'm just there to do a job and I work hard to do it well, but I like that you shared that as well.

DKW: Was it always easy for you to speak or did you feel like it was a skill you had to acquire?

WC: Oh my gosh, it was a skill I had to acquire.

DKW: Yeah.

WC: Yeah, you know, like anything it's, you know, practice, practice, practice, repetition, repetition, repetition. You know, those hairdressers listening right now, your first haircut probably took 10 hours and you were covered in blood and band-aids. But you got better. How'd you get better? Practice, practice, repetition. That's how we learn.

DKW: That's how it goes with all skill sets. You know, you master one skill set and you think, "Oh, I've made it. I went to hair school or I mastered this skill," and then you're like, "Oh, I don't want to get uncomfortable again." And I think that that's what people don't realize about success is those are the people that were willing to feel uncomfortable over and over and over to learn new skill sets, to where you're like, "Yeah, I can go out and speak, you know, a couple of thousand people because I've mastered that, the reps in learning how to speak and communicate." So, I would encourage anybody who's listening to this. Anytime you think, "They're just a natural," well, you didn't see what it took to become that good. You didn't see the 10 years prior of speaking on stages or the 20 years or the 30 years podcasting to get to the level of where you're at.

WC: So, let's talk about that uncomfortableness. Obviously, probably moving to Miami, that was a very recent season of being uncomfortable as you figure this out. Can you give us some other examples of what's uncomfortable for you these days that you're working through?

DKW: I think uncomfortable for me is I have experienced a lot in my life and I'm trying to figure out like what's the next move. And I feel like I have a lot of skill sets and it's not that I'm unwilling to be uncomfortable. I'm trying to figure out what lane I should be uncomfortable in, but it's been a crazy year. Like you said, we did move here and I tell my husband all the time, I'm like, "Are we sure we did the right thing?" Because I'm kind of in a season of uncertainty, but it really reminds me when we first kind of started our brands and started everything, there was a lot of uncertainty and it was kind of, you know, at the time thinking like, "I don't know if we're going to make it through it." And now it's a scary season, but it's exciting because I know what I can do and I know that I was uncomfortable and I gained all these skillsets. And so now I'm just feeling like I'm at this place where I'm ready to learn a whole new set of skill sets in order to become, you know, like the bigger version of me or the next chapter of the story. So, I am in a season of uncertainty but it's less scary this time around because I feel like at some level, and I'm sure people feel like this at life—you know, life never stops. It constantly is evolving and repeating and that's how you continue to grow and make impact. So, I kind of bring on uncomfortableness. Like, it doesn't seem as scary. My capacity has gone up. So, I'm kind of like I hate this but I love it at the same time. I don't know if that's the best way to feel about it, but I always try to encourage anybody I'm coaching. I'm like, "It's a season. You've done it before at a smaller scale. Your capacity has gone up. Things that don't scare you now, probably scared the crap out of you five years ago and now you're not scared of it anymore."

WC: Wow.

DKW: So anytime I'm in that season, I'm like, it's just challenging my capacity. That's all it's doing. So even though it might be a season where I'm uncertainty, like I said, things that scared me five years ago are second nature now. And it's just a part of me growing.

WC: You talked a little about alignment. So how can someone tell if they're building out of alignment versus intention?

DKW: I feel like that's a Tim Storey question. *[Laughs]*

WC: Maybe. Maybe I came up with it all on my own. *[Laughs]*

DKW: You know, here's what I'll say. Sometimes you're out of alignment if you have so much going on and you just feel like, "Why is nothing working? Like, why is nothing working?" And I only say this because Tim would always tell me, "It's because you're out of alignment with the assignment." And then I'm like, "Aw, Tim, you told me that again." And I'll try something that feels in alignment and it works. And I'm like, "Wow, I didn't put all that energy into here because I didn't really think it was going to work. And then I put energy into this assignment, I'm passionate about it, and it works. And it's because you're aligned with that assignment."

WC: Do you have a specific example of that?

DKW: I would say for me, when I'm in alignment with my assignment, it's like that's when I start to see my students have success. That's when I start to see my kids have success. I have so many stories over the years where it's like it clicks because you're in alignment with your assignment. Specifically, my only story was, you know, pack your family up, move to Miami. And I'm like, "I don't know if I should do this." This is scary. But despite having toddlers and teenagers, it's gone very smooth. And so that's where I feel like, okay, I'm on a scary path but I know I'm aligned with my assignment and where I'm supposed to be right now. Because amongst the chaos, actually everything is happening exactly how it should. And it's been challenging, but like I wake up every morning and we live in this beautiful high-rise condo and my kids are so cute and like everything just, it feels different than I anticipated, right? Cause I thought I had my dream home and everything and I was like, "Let go." And so, I'm like in this state where I'm like, okay, this is so different than what I thought. If you would have said I had toddlers and teenagers and I moved to a high-rise in Miami, I'd have said, "No way." But it feels like the path I should be on. And so, I think it's important, you know, when you say alignment with your assignment, for me, I was out of alignment with my assignment when I started to feel depressed a couple years ago. And I was like, "What is this? Why am I feeling off? Why am I feeling—you know, I've got the cars and the house and everything else and it really is that because you're out of alignment with your purpose. You're out of alignment with the assignment. God's telling you, 'You did good. You built this. It's time to go to the next chapter.' And that next chapter can be scary. So that's probably my most recent story of, you know, being out of aligned is feeling like I had made it and built something significant only to realize like it's time to go again.

WC: Well, I'm where you left. I'm in Orange County. And so, when you're in hurricane season, you might want to call me and I'll talk to you into coming back, okay? *[Laughs]*

DKW: *[Laughs]*

WC: I want to switch gears here and talk about wellness. Because I see this a lot, where people have so many things going right but they're ignoring that one. They're not taking that step. They're not making that commitment in fitness. And by the way, let me also share that I've talked to people who do have a system, they have a routine for fitness and wellness and I always ask them, "Gosh, if you completely gave this up, meaning completely gave up the diet, the sleep, you know, the facials, the going to the gym, the walking, the exercise, the movement, gave that up completely, whatever that routine looks like for you when it comes to you feeling physically whole, and that wellness. Would by giving all that up, would that impact your marriage?" Oh, 100 percent. Would that impact your paycheck? Oh, absolutely. Would that negatively impact your spirituality? Absolutely it would. So, we know that. We know that but what is it that's keeping people from really making that strong, strong commitment? And I guess I'm asking you because I know that this is a big part of your life as well, is the fitness side of it. And it does break my heart. It breaks my heart when I think, "Oh my God, you're 50 years old and you're still smoking? You're 50 years old and you still haven't figured out, you know, what gym you're going to go to on regular basis? You're 50 years old and you're still not getting enough sleep at night?"

DKW: Mm-hmm. Yeah, I've always loved fitness, so I can relate to you on that topic. Like, why would you not incorporate this into your life? And I think people that they don't incorporate to their life, they think it's a lot harder than it actually is. And they don't realize that keeping yourself doing good habits and patterns is actually going to make your life easier. And I realized this at a young age after I had my first daughters, when I actually really got into working out and I just loved how it made me feel. And it made my whole day better. I was better with my clients. I was better with my family. Like, so for me, I realized early on that, wow, this is—there's something to this. It's not just about how you look. It's about mentally how you feel and how you operate with others. I think a lot of times people get overwhelmed. You know, they'll get too far off the path where, you know, maybe they've gained 30, 40 pounds, whatever it is. And now like coming back just seems overwhelming. So, you know, we're creatures of habit and comfort and we just kind of stay in this safe space. And I always, you know, when I'm educating, one of the big things I preach is like, "You have to take care of you or you can't take care of your family and you can't take care of your clients." And something I even taught inside of my academy is, you know, do like simple things. Meal prep. You know, working out. And I think a lot of times we think, "I need to join a fancy gym." No, you don't. You don't. You can do in-home workouts. You can watch YouTube. There really is no excuse to not fit in 20 minutes. And so, one of the

challenges I'll give a lot of my students who kind of get in a space where I know it's just an excuse and they're too far off the path, I say, "Okay, well, we're going to commit to 20 minutes. I don't care if you do 20 minutes of jumping jacks, burpees in your living room. You don't have to even drive to the gym. If the weather is nice, you go outside, you walk, you run. We're going to commit to doing that for three weeks and see how we feel." And I tell them, I'm like, "These daily disciplines is what makes you have huge results. And it's not going to happen overnight, but it will happen with consistency." So, anybody who has these excuses, I just try to nudge them, I just, like I said earlier, start with where you're at. And unfortunately, people think, *I need a fancy gym*. They go to the gym, they hire a trainer, and then they're like, "I can't walk for three days." Because you tried to, you tried to overdo it. You tried to run a marathon and you weren't, your body wasn't ready for it. So even inside of fitness, I say start with where you're at. And I'm really big, I don't know about you, Winn, but I'm really big on listening to my body. So, I work out five to six days a week because I love it. But I also listen to my body. This morning I woke up, I was a little bit tired because we had this huge storm last night and I'm like, you know what, I'm not going to go lift weights. My body is tired. So, I went for a 30-minute jog, you know? So, I think people tend to overthink it and overdo it. But a quick story that I'll share with you is on the fitness-related side, because I've actually done multiple bikini competitions where you get on stage, like bodybuilding competitions. And me being introverted was like, I could never do that. That is not me. I'm not going to do it. And with my third daughter, I developed a DVT in my leg, which can be life threatening. And I had to be on blood thinners every single day. I was high-risk pregnancy. I got preeclampsia. I gained a ton of weight. And I remember after I gave birth to her, I didn't even recognize myself. I remember looking in the mirror and being like, oh my gosh, like I didn't even recognize myself. And everybody would say, "Oh, don't be so hard on yourself." Like she was healthy and happy and everything was great. Thank God. But I just didn't recognize myself and I thought I could accept this or I like working out, I can choose not to accept this. And so that's when I was like, you know what would be crazy: what if I did train for a bikini competition? I'm like, no way. I immediately shut the idea down. I'm like, I can't do this. I'm not going to do it. No way. And then I just kept thinking about it, thinking about it, thinking about it. And I'm like, okay, I'm going to do it. So, I signed up for my first bikini competition, but not only that, I'm like, "Hey, the reason I'm scared is because, number one, I don't know how to weightlift. Number two, I don't know how to eat perfect. I don't know the science behind building muscle and all these things." So, I hired a former competitor who was a champion to come help me with my food, to come help me with my workouts. And I said, "I'm not going to tell myself I can't do this if I haven't educated myself. If I educate myself and I give it the all, I know I won't fail." And so that's what I did is I ended up and during—mind you, this was actually during COVID when all the gyms were closed down. I was training for a competition when there was no gyms. So, you know, moving forward with the story, I ended up going on

stage. I won first place, and I had been in the best shape of my life. And I could have said, no. I could have said, I'm in my late thirties, I've got three kids, I'm just going to accept this. And I said, "I'm not going to accept this. And this is scary, but I'm going to educate myself on how to have the results." So, when it comes to fitness and your question specifically, people say no because of lack of education. If they have the proper education, they have to realize that there's so much more possible. So, anybody listening to this, if you're like, "I don't have a fancy gym, I don't have this," that's why we hire coaches. That's why we hire coaches in every industry, including inside of the fitness industry. So, if you're kind of tired of feeling the way you are, hire a coach to help keep you accountable and trust the process. I always say that more than anything: trust the process. Cause you can buy a gym membership, you can hire a coach, but you can also not trust the process and not listen to anything they're saying.

WC: Right.

DKW: Or you can surrender the ego and trust the process.

WC: Wow.

DKW: So yeah, fitness is a big part of my life and I am very passionate about it. I ended up going on and doing four more competitions. Even my husband, who was watching, you know, was cheering me on. Finally, one night we're at dinner, he goes, "I think I want to get into this bodybuilding stuff." And I was like, he's like, "because I've seen what it's done for your confidence and your certainty and everything else." He's like, "I think I want to get into this." And so, he ended up doing same thing: hired a coach, hired a trainer, and we did a show about a year and half ago together, which was really hard but very cool to experience that with each other. So, you never know, even there inside of fitness, you never know who you're inspiring. I watch your stories on Instagram. You're one of those crazies who's up at 4 AM at the gym. And that's inspiring. Like, I don't want to, I don't get up at 4 AM, my husband does. But people are watching, right? They're watching that and it's inspiring to see it. So, if anybody's listening to this or like, I can't do it, do it. Do it and do it scared and see who you inspire along the way.

WC: Wow, great story. And now because you brought it up, now I have to comment on it. Danielle, you're going to think I'm crazy. Now I'm getting up at three and I know people think that I'm crazy. And here's the reason why, and there's a reason why. Because my daughter gets up at six. So, if I was getting up early enough to get to the gym by five because all the gyms didn't open until five, there's no way I could continue the consistency that I needed in a 45-minute workout. You know, getting there at five when the gym opened, and then having to be home by six o'clock, it just didn't work for me. And so, my commitment to fitness was compromised every single day. Every single day it's like my daughter's more important and so my fitness and my wellness routine just kind of got pushed to the back burner. Well, then a gym opened up that's 24 hours.

DKW: And you're like, "I have no excuse now."

WC: I get to the gym by four o'clock and I get there and I'm taking pictures of the clock, you know, to prove to people what time I arrived. Not to everybody. It was like I had a small circle of like five or six friends. Of course, most of them are on the East Coast and so it's always, you know, three hours later by the time they start hearing from me. But I'm like this crazy kid again. Like I'm like a kid in a candy store. Like I'm so excited. So, I set the alarm for 3:30 and I'm always awake by three because I just can't stay asleep. I'm so excited that it—so you know, whatever it is that we have to reinvent ourselves to bring that passion back to whatever the commitment that we have.

DKW: My husband's, he's one of those crazy 3:30 AM, too. And it's funny because now I'm a 3:30 AM person but I don't get out of bed that early. He just happens to wake me up. I'm like, oh, I'm more of like 6, 6:30.

WC: Well, now I need his cell phone number because I'm going to—that's who I'm going to reach out to, your husband, because I need a lot of help. When I do that, I'm the type of person that I need a whole bunch of people to play along with me. That's what keeps me motivated as well. Okay, I got to start to wrap this up. And I love this question, because I ask it of every amazing, incredible—and most of my mentors have been women and so I get to ask this question a lot, because I get asked this question: can you have it all? As a woman, can you have it all?

DKW: I believe you can. Because people, that's one of the questions I actually get a lot is how do you do it all? And I always say you put out the fire where you need to put out a fire. If I have my kids that are having a situation, I'm going to be more involved with my kids. If my health has a situation, I'm going to put more time involved with my health. Because if you don't take care of wherever the fire is, eventually it's just going to implode. So, people think I'm like doing everything all at once and I'm not. Even for example, right now, Winn, we moved to Miami and I sold my salon and I was going to open another salon here and possibly a franchise here. And I thought, you know, I'm going to just take a break for a minute. And so, I'm still educating and that kind of thing but people think I like, I'm like so busy. They're like, "Sorry to bother you." And I'm like, I'm actually in a really fun season because I'm able to spend more time with my kids. And it's kind of nice. Like I take my kids to school almost every morning. I have my, you know, my fitness routine and all that. I do my date nights with my husband and it's a fun season for me. And so, I always say, like I said, there's seasons of hustle. And then there's seasons where you're like, "You know what? I'm going to slow down for a minute. And that's kind of nice." Why? Because I can slow down. I built up my hair line and my companies to where I don't need to own a salon right now. I can sit in this space and be a mom. So, when you say can I have it all? You can, but not all in one season in my experience, right?

WC: Wow.

DKW: You have to have seasons of hustle where you're like, wow, now I can go on that dream vacation. I earned this dream vacation. Wow, my marriage is incredible. Yeah, because I put in 15 years of one to two date nights every single week with my husband. Wow, she's so in shape and fit. Because I have been working out for over 20 years consistently, you know? So having it all to me is just keeping yourself in check in every single area and understanding it's not relatable or achievable to try to do everything at once. And when you try to do everything at once, that's not balance, that's burnout. And so, people need to understand that and just having some self-awareness of, "Where do I need to put my time and energy right now?" And some days it's in multiple areas. Some days I'm like, I got two hours to get all this content done. I'm gonna—my kids always say "lock in." I'm going to lock in and get this done. Okay, I've got 35 minutes to get a workout in. I'm not going to the gym. I'm going for a run. You know? So, it's just kind of looking like, what does your day look like and then kind of creating that balance for whatever it looks like for you. And yes, ladies, you can have it all. If you're telling yourself—this is like one thing that I'm very strong with is I hate when I tell myself I can't have something. I immediately flip the narrative on myself. And this is something I've just taught myself over the years. When I have this doubt, like, "You can't have this," I'm like, ego, what are you talking about? I can have that. And I question myself: well, why can't I have that? And I take a deeper dive into why am I telling myself that story and try to uncover why I can't create something more. So that's what I would give advice to anybody who's listening to this is, number one, it's not necessarily balance. And whenever you have this triggering thought or this limiting belief, question it in yourself. And understand that creating whatever it is you want is on your terms. And it's not about having it all. It's just creating your dream life or whatever your narrative looks like for you.

WC: Wow. In all my years of asking that question, that was one of the best, best answers.

DKW: Thank you.

WC: Thank you so much for that. Wow. We've been chatting for more than 90 minutes. So, my incredible editor Vance, who's been editing this for 30 years with me, he's got his work cut out. *[Laughs]* Danielle, thank you so much for your time. Tim Storey was exactly right. Not that I didn't already suspect otherwise that you would be phenomenal, that you would have wonderful, wonderful passion and humility and experience and wisdom to share with my listeners and I'm so grateful.

DKW: Thank you so much for having me on the show. I've always connected to you, your messaging. What little time I've had with you, you have amazing energy and I knew this would be a great opportunity and a great podcast. So, thank you for having me.

WC: Thank you sweetheart.