

**Ep #381: Sherrie Rose - Your Life Post-COVID -
Focusing on What Matters**



Full Episode Transcript

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Dr. David Phelps

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Welcome to the Dentist Freedom Blueprint, a podcast about freedom—freedom from expectations of society and the traditional path to success that has been ingrained in us from our early years, I'm joined by mavericks, renegades, and non-conformers to discuss an anti-traditional path to financial freedom, freedom of time, relationships, health, and ultimately freedom of purpose. My name is Dr. David Phelps. Let's get started.

David Phelps: Hey, it's David here, the founder of the Freedom Founders mastermind community and the Dentist Freedom Blueprint podcast. Today, a really great conversation coming up for you, just especially for you, with my good friend, Sherrie Rose. I've known Sherrie for a number of years, and you'll get a little bit more of her background as we talk to her a little bit in a moment, but I just want to let you know that Sherrie has a real basis in training, in webinars, in communication, in production. She's been a part of a number of events and trainings that I've been a part of over the years. She brings to us today more of a discussion about her new book, which is called *The Cocoon Conundrum*, has to do with a lot of the wake up calls and what we did with those during the last two years of COVID, the shutdown, what we've learned from that, what we've learned about life, what we've learned about meaning, purpose, what's this all about, the changes that have occurred in many people.

If you've not done anything with those things, what do you plan to do? What lessons came out of COVID? This is some really strong conversation, and Sherrie's going to walk us through some of the context that she brought about. But the book is going to be something you want to

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probably pick up, *The Cocoon Conundrum* by Sherrie Rose. She's got some additional pieces that she's going to give to you to take this and maybe have the conversations with your significant family members, your spouse, your kids, adult kids. What are you going to sew into their lives? What lessons should they learn through what we have picked up through the disruption and the chaos that we all have had to deal with during this period of COVID? See you on the other side. So good to see you.

Sherrie Rose: You too.

David Phelps: And especially to see you one on one and not with a myriad of 1,000 other people on zoom, which is usually where we connected in the past, right?

Sherrie Rose: That is true.

David Phelps: Oh my goodness.

Sherrie Rose: That is true.

David Phelps: Well, I'm anxious to catch up. This is a personal opportunity for me, and then obviously to share some of your insights and introspection over what you've been delving into the last couple years, which that's kind of heavy on my heart and a lot of people, so this will be good. This is going to be very good. I appreciate the opportunity.

Sherrie Rose: Well, I appreciate the opportunity. I think it's always important to start with gratitude, and in fact also end with gratitude, encapsulate it.

David Phelps: Yes.

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Sherrie Rose: I've always appreciated you, and I'm thrilled to be here today.

David Phelps: Well, thank you for doing this. Thank you. One of the things I didn't know in your little bio description, you produced the Olympics. Now, tell me about that. What does that mean? It says you produced the Olympics.

Sherrie Rose: Okay. You know how you have dreams in your life? I was actually a young girl watching the Olympics with my dad. The president of the Olympics only gets to say, "Let the games begin." That's all he gets to say nothing special, right? Or they have the president or prime minister of the country say it.

David Phelps: Yeah.

Sherrie Rose: I remember seeing that and I thought, "I want to help run the Olympics, not be an athlete." I mean, I was a gymnast, I was a runner, but I wanted to help put it on, because it gave me this sense of the whole world comes together. They come together. Yes, they're competing, but they're coming together, bringing their best of their best, citius, altius, fortius, it's this whole connection of higher, stronger, faster. I thought, "Okay, I want to do that." The only way that I could do it was at the time and the age that I was, was come to Los Angeles and work for the Los Angeles Olympics.

David Phelps: For '84.

Sherrie Rose: I came in '83.

David Phelps: Okay.

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Sherrie Rose: I had worked the year before on the university ad, the World University Games, and the people from the LAOC, the Los Angeles Olympic Committee, had come and I met them all. They had invited me to come work. Well, I did go work there, but nobody was forthcoming in helping me with the critical thing that you need when you work in another country, and that's a work permit, a visa. So, I ended up working there. It's an interesting story, because I was actually working directly with the person who was in charge of labor relations. He said to me, he goes, "It turns out, the INS says that you're not legal to work here."

Anyway, I got a special pass because of how important the work was that I was doing. I was working in the data administration department. I worked in protocol. I knew everybody. I had 175 VIP hosts and hostesses reporting directly to me, and they were each assigned to the heads of state of all of the different countries. So, I had a very critical job, and I never thought that this job was anything special to me, I just knew that I had the skillset to make it happen. I was also the person that if something needed to happen, "Just go ask Sherrie, she'll figure it out." So, I helped put on that Olympics. Of course, it was Peter Ueberroth and his genius that really made it exciting. It was the first time that the Olympics actually came in in the black, because he used a lot of marketing and a lot of really interesting strategies to make that. It was truly one of the most exciting highlights, but it was a dream that I had when I was a kid. "I'm going to go work at the Olympics." That's what brought me to California.

David Phelps: I love that story. I'm glad we got to get that out today, because it was one that I was not familiar with. There's a lot that I'm probably not familiar with, and we're going to

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try to get to as much as we can today. Let's bring people up to speed. You've been involved in a lot of training events. That's where we met, actually.

Sherrie Rose: Exactly.

David Phelps: Where you're facilitating that in that regard. You're a very great communicator. Webinars, you've hosted and taught many people how to provide, produce better webinars. You wrote a book called *The Webinar Way*, so this has been a large part of you, but I know there's always a lot more behind the person on front stage. There's a backstage. In 2020, this world went through a great disruption, the coronavirus. I think everybody has been affected in one way or the other, different ways, different facets. But out of that this time, you wrote a book.

Sherrie Rose: Right.

David Phelps: *The Cocoon Conundrum*. Let's go there. What was the catalyst? What was your inspiration to write this book? Then let's talk about the title, because that's interesting too.

Sherrie Rose: Even before the catalyst, the real catalyst, there were some stirrings in me for changes, things that really had become evident during the pandemic because of isolation. But the real catalyst was the death of our friend, Kevin Hutto.

David Phelps: Yeah.

Sherrie Rose: Kevin had just turned 50. He died of the coronavirus. It really shook up... I mean, the shock was so intense. The group that we were part of, the mastermind we were part

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of, everybody was taken aback. I knew right then that I was going to write this book and I was going to dedicate it to Kevin. The catalyst, yes, it was Kevin, but it was really coming before that. It really was because of the things that became highlighted during the pandemic and during isolation. I'm not the only one. I just took the time to put it down in words, and so many people reached out and said that what was in my book, they totally responded to and they felt it in their own lives.

David Phelps: So, Sherrie, before Kevin's death, which, yes, touched so many people in so many different ways, what a blessing and a gift Kevin was to this world, and those great aspects of Kevin live on forever indefinitely, what other aspects of COVID and isolation were you dealing with even before you decided to write the book?

Sherrie Rose: Well, I think the part of the stirring for me, and it's really part of the premise of the book, the cover of the book, it's got a butterfly on it, and that butterfly is all about the caterpillar and metamorphosis, and that's the theme of change. What came to the forefront was the parts of life that you're not really fully engaged, or maybe just kind of taking for granted, or maybe you realize that you're in relationships that have taken its course, and what are you going to do? When you actually are sitting down without the busyness of going out in the world and you think about your life, what's important, and is this the life I want? It takes a lot of courage to break out of the cocoon. I mean, the caterpillar does it because it's part of their biological need, but as humans, we have the choice to make changes.

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For me, I really looked at what am I doing? Other people said, "I'm doing something, I'm just being tolerated. I'm not being celebrated." Who are the people that are supporting me? Who are the people who I want to help? When you tap into your true nature, I think the pandemic really made people look at who am I? What do I want to do? I've seen people not just change jobs, but move cities, go to different parts of the world, make amends with people who they've been fighting with in that way, fixing up the things that are wrong and moving into the new, and also taking a chance. They can see two steps ahead, they can't see 10 steps ahead. The people who always are looking for security realize there is none, and to just take the step.

The other thing that came out of the pandemic was when it comes to who you are, it's like, who are your friends? That phrase, who are your fair weather friends, who's there in good times, but they're not there in times of trouble and times of need? I think it really showed and highlighted the different people in your life and who showed up. When it comes to Kevin, who were the people that were there for him all the time, and even during his last days? There was a real disconnectedness. People were not together physically.

When you're disconnected, I mean, we are social creatures. We need to be with other people. Who is it that's reaching out to you and checking in and seeing how you're doing? If you're not complaining about something, the complainers, the squeaky wheel, they're always getting checked in on, but if you're just a normal, regular person, who's not a complainer, who's stopping and going, "I haven't heard from them in a while. What's going

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on?" Whereas people that you would see at a regular event multiple times a year, when you don't see them, who's following up? Who's checking in? In those times, you see who's in your life, who's really in your life and who are the fair weather friends.

David Phelps: I am guilty in that respect, as many people are, of being in that busyness of life, and this is what I'm supposed to do, and actually feeling guilt if we're not doing this thing, whatever it is that we have training to do, or we have a career or license or degrees to do this thing, if we're not staying busy doing it, then what's life? You're right. COVID, with all the negatives of COVID, many people did have this realization that, as you said, what is my life about? What's most important? Who do I want to serve? What's the impact I want to have? I've seen the same thing. I've seen the same changes as in many people, and hopefully in myself as well, and that recognition that life is here on earth is short. It is short. What are we waiting for? What permission are we waiting to be given to actually be more focused on the importance of, again, relationships, being social people?

I want to go back to what you said a minute ago, because it interests me, is what you said about who are your true friends? What do we do with that? Because we think we have friends, and then when tough times come, where are those friends? Right? But until we go through tough times, how do we know really who our friends are? I mean, are there some keys there, or is it on us to impart enough into a relationship to see what's really there? I'm curious.

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Sherrie Rose: I think it really has to do with a couple of your own personal characteristics. There are the people who are the act of people in a relationship, and there are people who are the passive people in a relationship. There's no judgment there, it's just how you show up. There's always the person who's the cruise director, who's the let's get people together, let's call. Those people, they seem very active, and then they're people that just, "Okay," they're going along. What happens when that person who's not connecting anymore, it's typically you'll find that the passive person will be reaching out and checking in on the active person because they haven't heard from them. It's really part of your personality, how you show up.

I'm the type of person I still in this day and age, 2022, I still send physical cards in the mail. I write personal notes. I do it in business and whatever. I mean, one of my daughters told me, she said, "You need to have stock in the post office because you buy more stamps than anybody I know." Sometimes you're too busy to make all the phone calls, but getting something in the mail that you decide to sit down at 10 o'clock at night and you think about the person, too late to call because they're on the other side of the planet, but you pop something in the mail and it gives them a lift. So, everybody has their own style of reaching out and connecting and doing things to give somebody a lift, and there's no right or wrong. It's the one that you do, but you just have to actually do it. It's an action step.

David Phelps: Very much. Very much. In your book, Sherrie, The Cocoon Conundrum, there's two parts. There's the Odyssey and the liberation. Where does our dear friend Kevin fit into that aspect?

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Sherrie Rose: Well, Kevin is mainly in the first part of the book, in The Odyssey. That's where the letters are. I asked friends to actually write a letter to Kevin. Most people were thrilled to do it, and they were so heartfelt, when I got these letters and I read them before putting them in the book, I mean, tears were just coming down my face because they were so full of love and appreciation for Kevin. Almost everyone talked about how much Kevin loved his family, how his family were number one. I know this personally, his wife, his three children, always in his conversation. Of course, Kevin was a jokester. He was a storyteller. I mean, he was somebody who people were gathering around him listening. This came out in the stories that were in the first part of the book. I also added him into the very last chapter of the book when I talked about the Wilburys, because Kevin used to say he wanted to work with Wilburys. I'm sure you remember that.

David Phelps: Yes, yes.

Sherrie Rose: The Wilburys, the Traveling Wilburys is a group thought from the late 1980s, five legend musicians working together at the top of their game. Kevin used to say, "I want to work with people who are like that," because it brings everybody up to that level. As each person improves, the next person that comes up as well. What do they say? You are the sum of the five people who are closest to you, and if you are working with people and you're associated with people who are high achievers who are doing good work in the world, then you'll raise as well. I know that's something that you bring out in your Freedom Founders, and it's the whole idea of striving for more. We're never done. We go from one summit, and then you climb to the next one.

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David Phelps: Exactly. Exactly. No, so well said. Hi, Dr. David Phelps here. I started my real estate investing portfolio back in 1980. Inflation was running at 14.8%, and the federal funds rate was at a high of 20%. This was after a decade of hyperinflation, along with a very anemic economy, called stagflation. Now look where we are today. We have hyper inflation again, interest rates are going up, possibly triggering a recession. Could be back to the eighties. I know how to navigate these times. I've done it. I built my whole portfolio during times of a lot of volatility. I'm proud to announce the release of my newest book, Inflation: The Silent Retirement Killer. I've packed it full of information about how fiat currency can undermine the hard work and the wealth that you've tried to create.

You've got to do things differently to protect that wealth going forward, and the wealth generation you hope to pass onto your heirs. You can download a digital copy of my book for free at inflationbook.com. That's inflationbook.com. Author, Rita Van Kessel once wrote, "Inflation takes from the ignorant and gives to the well informed." You want to be well informed in this case. This is what I call a great wealth transfer. Be sure you're on the receiving side, not the giving side. Download a pre copy of my book at inflationbook.com. The Hero's Journey, and you know what, Sherrie? Who wrote The Hero's Journey?

Sherrie Rose: Joseph Campbell.

David Phelps: Joseph Campbell. Thank you. Joseph Campbell. How do you compare The Hero's Journey with The Odyssey?

Sherrie Rose: People have asked me that, and so Joseph Campbell, when he described The Hero's Journey in his book, it really is a combination of many stories and mythologies

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and legends from all over the globe. There's a theme there. It's the hero goes out, typically a younger person goes out, and they're on their own voyage of self discovery. It's all about them. It's me. It's self focused. They come back and then they go to their sage or their yoda and they tell them all that they've discovered. It's a self-focused experience. The Odyssey, it's not The Hero's Odyssey, it's just The Odyssey because it's not self-focused. The person who is in The Odyssey is doing it for the greater good, they're doing it to be in service of others.

Yes, they may be learning and growing as a person as well, but it's really something that they're doing their big work in the world. I believe the work that you're doing is an odyssey, because you're bringing many people along through the Freedom Founders so that they can create their own freedom, free for life in how they show up in the world. There's a ripple effect with The Odyssey, and there's a ripple effect when you're doing something, and you don't even know the number of people that you're positively impacting when you're on the odyssey. It works on its own. It has its own energy.

David Phelps: Yeah, no, I love that comparison. In the second part of the book, the liberation part, you brought out a new word, onavim, can you tell us more about that?

Sherrie Rose: Okay. Well, I know that you wrote a book, What's Your Next? And this is really What's Your Next? For somebody who wants to create something. If you have a dream, it's a creative process. I simply describe it as your future vision fueled by purpose and fulfilled by mission. It's kind of a circular thing. There is a starting point, but

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everybody's starting point is a little bit different. But it really is the dream that you have, this idea. The reason it's onhavam instead of onavim, it's because I want it to dream with the word dream from dream to onavim. You start with this dream and you use this creative process, onavim, to help manifest and materialize it. In fact, I have a gift for all the listeners, which is the whole experience in pictures so that they can follow through. It's very simple. Sometimes it's the big things that you can distill down into the simplest way that really helps you understand what you need to do and how you need to work and go forward.

David Phelps: That's beautiful. In the book, you mentioned the James Bond movie and the song No Time to Die, which won the best original song at the 2022 Oscars. How's this tie into what you're doing now?

Sherrie Rose: Well, I know that you know and I know that time's never on your side, and tomorrow's promised to no one. Often, it's a tragedy that makes us make a change in our life. I know you had a situation with your daughter. In my personal life, multiple things have happened. Kevin's death was a wake up call for a lot of people, and you think, "Life is good, sky's the limit." But nobody thinks, "I'm going to die." I'm not going to die today. Nobody thinks the doctor's going to go, "Here's your diagnosis and it's something horrible." You see, when you have a plan B, and I know that you're all about the plan B, then you have a little bit of a buffer in your life. But when you have a tragedy, like the situation with Kevin that prompted me to go into a new direction, it makes you really look at what is important in life.

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How do you want to live now, and how do you want to live into the future? For me, it's really about legacy. I think that when you hit 50, you start thinking about legacy in a different way. It's not the thing that you're doing just down the road. I like to say that people who embrace legacy, I call them the legacy chiefs. In fact, that's my website, Legacy Chief. It's somebody who's a chief contributor. These are the ultra contributors in our world. They're the ones who understand about protecting and preserving tradition and value, and they take care of their people. Their people are not secondary. You know? If they have a business and something changes and they have to let people go, they're the first person to say, "Here's five other places that you can look." They want to take care of their people.

In their family, they're always doing things to help their family grow and expand, not to spoon feed them, but to help them have experiences that will help them improve and grow as a person. It's not just your business and your family. It's also your community, the greater community. It could be beyond people. Your people could be animals. Your thing could be the environment. It's something that's greater than yourself, because you want to support and improve and serve the greater good. The legacy chief, they're actually the one that's on the odyssey. We talked about the odyssey before. They're they're on the odyssey and they really are looking at the greater good.

David Phelps: So, through your passion and the work you're doing now with Legacy Chief, who are you helping, and how are you helping them, and how do you help people become legacy chiefs? Those who get it, who want to do that, those who were inspired to make a change and go a

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different direction because of disruption in this last several years, as you've had, as many have had, what does this mean? How are you sewing into these people, and what does that look like?

Sherrie Rose: So, because for the last 20 years, I've really been working with entrepreneurs and professionals, and really working with them with their webinars and their presentations, and that's the people that I know, it really could help more than that, but those are the people who seem to be more strapped for time, and so therefore they're missing critical pieces of their legacy. Now, with Freedom Founders, you're really helping people all so much on the financial side so they have financial freedom and they're investing in real estate and doing things so that they have that financial buffer. But it's not just that. I actually use our friend Simon Bowen's model. I have a legacy model, so it breaks that into all the different parts within the legacy model. When people look at it, first off, they seem to think that it's kind of obvious, and that's why when you make something complex simple, it does seem obvious.

But they'll also say that they're not doing it. In fact, seven out of ten entrepreneurs fail the legacy test. They're missing the critical pieces that are part of it. So, I'm actually just putting together a pilot program for people that want to participate and go through. It's not something that we're going to be done in six weeks because legacy takes time. The busiest people have the least amount of time, but they require focus, and this is deep work, so it is taking place over an 18 month period. The idea is that you'll go through and you'll work on all these different elements, and you can then go back and revise and improve. It's like life. One of my friends who's a fitness

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guru says, "You can't store fitness. You can't work out for three months and go, "I'm good for the rest of the year."

David Phelps: Right.

Sherrie Rose: That's what same with legacies. You have to go back and revisit and revise and improve and work on. But when it's part of your process, just like what you do in Freedom Founders with helping people understand what is important to focus on, then you can incorporate it into your life. I like to think that what I'm doing is very comprehensive. People have told me, "Oh, you've brought in things that it seems like one specialist would work on this little piece of it," but nobody's mentioning the other elements. With legacy as a focus in your life, you will actually highlight things where you want to make changes. It could be in your health, it could be in your relationships, it could be in your investing. But whatever it is, when you make legacy as a focus, it will change your trajectory. It's kind of like a GPS, and it changes how you operate in life. You don't look short term, you look long term.

David Phelps: Yeah. To me, it's like, as you said, focus and looking at legacy, what you even said, legacy is longevity. So, looking at the intentionality of how you are living your legacy every day. As you said, too many people think, "Well, legacy is at the end of life," or it's just transferring wealth. Well, my goodness. I mean, sure, it could be-

Sherrie Rose: One part.

David Phelps: One small part. Often, I reference a writing that a palliative care nurse from Australia, you probably know what I'm talking about, Bronnie Ware, The Five Regrets of

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the Dying. Right? I often bring that to our Freedom Founders members, because again, I'm trying for myself to future pace what's that going to look like if I do have an end of life where there's some weeks or months of, "I know that this is the end," and I'm thinking back, I'm thinking back. Bronnie lays out those five regrets. I'm not going to go through them right now. It's not pertinent to our conversation.

But what is pertinent is there's nothing about how big was my business or businesses, how many more deals did I do? What was my financial situation? Nothing there. Nothing there that those men, typically, she was having those conversations with at the end of life, talked about what they created and built. It was always about relationships, living life authentically. That's what it was about. I think what you're doing with Legacy Chief is helping all of us that are so busy, but we want that in our lives. We don't want to get down the road and wish we had done this or that. Now's the time, and we've just got to build it in. Right, Sherrie? we've got to start building it in.

Sherrie Rose: You have to build it in.

David Phelps: and you're there to help guide it. What does that mean? Because it is, it's such a lost capability. It's something we just don't have, but we think about it, and "I'm too busy. I can't do it." So, tell me a little bit more about the pilot program. I mean, I'm interested, and I know there's other people that are going to be listening to this that would have an interest. What does that look like, and how could people apply to see if it's a right fit for them?

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Sherrie Rose: Well, legacychief.com is where to go. You'll see our mascot, Arrow the Owl, click on that link and follow through. But what you were saying about what's important, yes, we want financial freedom. Yes, we want our health. But when you look at it, there's also the soft side of life, and the things that you mentioned in The Five Regrets of the Dying, what's truly important, it's the soft side, it's the intangibles. It's our relationship, it's love, it's faith, it's happiness. It's the sharing. What are the things that you are remembered for? And not just at your end of life. What did you do last week that somebody's telling a friend? Because your legacy is today. We call that your reputation, but it's also your legacy. There's lots of flavors that you have on here. I'm using legacy because I want to look at it in a totality.

There's people that say you just need to work on your reputation, which is the now, but you have to tie that into the future. The other things that you're doing, the things that are important, we always say relationships. My personal motto, the real currency is relationship riches. Now, that currency, there's no price on it. The people who are important in your life, the things that you did, what you decided to do when Jenna went in the hospital, that was your priority. Everything else changed. You had a plan B, fortunately, to work on it, but you were able to make the people in your life a priority, and then you turned that into Freedom Founders. The work that you're doing now is so that other people can have that freedom in their life.

Why? Because it ties back down to the real essence of what are we doing here. We want to connect with people. We want to share our lives with people. I'm not one of these people who believes in cutting people out of their

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life. Even if somebody is no longer my "best friend", there are people that go, "Just let go and don't go back." You can always go back. That person is changing as well. There's always opportunities to reconnect, but you really want to find the core things that are in you. The three wisdoms that I talk about in the legacy model is live smart, give smart, and leave your mark. So much in our world, it's not the give smart, which is also the accumulation of resources and assets and money, but also, what are you doing with it? Where are you sharing it? What are you conserving? What are you sharing? Where are you giving?

The people like Warren Buffet and Bill Gates, I mean, they had so much money, they have foundations, they're helping disperse the money. There's other people who have creative foundations. You don't have to do that, but what is it that you're doing both for your people who are your close, intimate circles, and for the people who you want to impact in a greater way? It seems like it's a little bit of business development. It's a little bit of personal development. It's a little bit of financial and wealth management. But in the end, it's really about the essence of who you are and how you want to show up in life today, as well as every day. I like to say that of course, legacy is longevity, but it's beyond you and because of you.

David Phelps: So well said. I hope people will seriously consider picking up your book, *The Cocoon Conundrum*. You mentioned, Sherrie, a gift. Do you have a link for that or a place where people can get the gift?

Sherrie Rose: The link, I think that when you put everything together on the page, there'll be a link there, no opt in. It actually is

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the onhavam creative process in pictures. You can just follow along. It's very simple. Otherwise, if you go to legacychief.com, you'll see it there, but you have to opt in. So, either way, you get it, there's no cost, and it's very simple, and people that are very visual appreciate that.

David Phelps: Fantastic. Sherrie Rose, it is always a pleasure. I love the time that we've had to spend together in the past, and I love this conversation today. You're very impactful, and people who engage, you will touch them, and that ripple effect will be there for them. I'm interested. We'll continue this conversation, but thank you for being here today.

Sherrie Rose: Thank you very much. It's been my pleasure to be part of it.

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