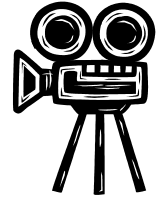


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DEE DEE FISHER
THE LIFE AND CAREER OF A FREE SPIRIT



Destined to be an old lady with no regrets.

—A saying posted on Dee Dee Fisher’s refrigerator

When we begin to see that our identity was put together in response to something that we had determined shouldn’t be, the result is a new freedom in saying who we are—a fundamental shift in what we see and know as possible.

—The Landmark Forum¹

It’s not the truth you know, it’s the truth you create.

—Another of Dee Dee Fisher’s favorite sayings

Dee Dee Fisher was wondering what was next. In January 2006, her longtime partner was up for promotion on the faculty at a major business school. Despite four years of a stretching, growing, often blissful relationship, he had not proposed. Fisher had a product on the shelves of GNC (a national chain selling vitamins and supplements), but it was in need of upgrading. She didn’t particularly like where she was living. And she was growing increasingly impatient and antsy. She wondered if she should end the relationship and move on. Should she go back to Phoenix or Philadelphia, two cities in which she had lots of friends and kindred spirits? Should she write a book based on her philosophy of life? Should she get back into the health supplement business? Should she herself propose? In some ways, the world was full of options and possibilities. In other ways, she felt trapped, and she didn’t like that feeling.

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¹ <http://landmarkededucation.com> (accessed 16 March 2006).

The Early Years

Fisher grew up in the small town of Ririe, Idaho, where she wrestled with self-esteem and acceptance. Her father was not a physically affectionate man, but demonstrated his devotion to Fisher by attending every one of her school activities, including four years of varsity volleyball and basketball. Fisher's father owned and operated a gas station that primarily serviced local farmers near the family's home. Fisher helped out at the station, and early on, she learned that if the farmers had a bad year, so did the Fishers. In the midst of that somewhat emotionally flat family life, Fisher's maternal grandmother treated her like an adult and became her confidant and friend. Fisher recalled:

She never said this is what you are supposed to do or this is how it is, instead talking me through my questions asking, "What do you think you should do? How do you feel about that?" She actually would have a communication with me—regardless of my age.

Mormonism had a marked influence on the community Fisher grew up in. Generally, the community encouraged adherence to Mormon standards of behavior in social and religious matters. People were expected to refrain from drinking and smoking, premarital sexual relationships, and foul language. Reading the scriptures, praying, encouraging nonmembers to join, and attending church were virtues. Fisher's father was a member of the Church of Jesus Christ of Latter-day Saints, but her mother was not. Because most of the people in the community were Mormons, Fisher and her brother grew up in the midst of a highly conforming environment. Despite that, Fisher exhibited an independent spirit—and often found herself challenging the local cultural norms. For example, Ririe High School required students to take a Mormon seminary class as a regular part of the curriculum. Fisher told the administration that she would not take the class, pointing out that because the school was state-sponsored, they could not make her do so. She held her ground against school administrators and agreed to become a teaching assistant for seventh- and eighth-grade girls' gym class instead.

Graduation, Marriage, Divorce, and Moving Away

Through her teenage years, Fisher's main thought was leaving home. That goal and her free spirit led her to decide to graduate from high school early in January of her senior year. Her mother's pleas to reconsider the decision, however, dissuaded Fisher, and she remained in school for her final semester. In retrospect, Fisher regretted that she did not stand up for what she believed to be right for her at the time.

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I appeased my mother and stayed in school. I completed the basketball season and graduated with my classmates. I suppose I am not very sentimental but I found it

all to be a bit much, all the pomp and circumstance, since we were all going our separate ways.

The night of graduation in May 1987 brought another surprising turn for Fisher in that her high school boyfriend asked her to marry him. In her heart, Fisher realized that was not the right thing for her, but she believed it was what she was expected to do. Right up to the wedding date, she had severe doubts:

I didn't want to go through with it. I remember standing at the end of the church aisle after everyone had already gone into the sanctuary and turning to my maid of honor. I told her, "I don't want to go through with it. Get me out of here!" She only replied, "The whole town is out there. They will be so upset!" So, again in an appeasing fashion, I went through with the wedding. I found myself only a few days later on my honeymoon thinking of how I was going to get myself out of the marriage.

Fisher's graduation and wedding decisions brought her to a personal realization, "If I continue to make decisions based on what somebody else wants, I am going to get to a point in life where I realize I am living someone else's life and not my own."

So at 18, and newly married, Fisher began work as a dental assistant to earn enough money so that she could afford to separate from her new husband. When she realized the job would not provide adequate financial support long-term, she decided to begin college. By the time Fisher enrolled in fall classes at the state university 90 miles away in Pocatello, she had decided that divorce was the only option. The decision proved unpopular with her family:

My father came to my house before the divorce and told me essentially, "Stay married. Get pregnant. Your mother cried the first year we were married. You'll get over it." It really sounded like something I wanted to sign up for! [Not!] I realized coming from his world it was good advice, but it wasn't good for me.

This time, Fisher was not dissuaded from her plan. The divorce was finalized during her second semester in college. For her remaining years at Idaho State University, Fisher lived in Pocatello and worked to support herself while she was in school. She found college to be far too similar to high school and longed to finish college to move on to "real" life.

In college, everyone's life experience was so limited. Most of the students were on scholarship or supported by their family. They were going home in the summers. There was no *reality* of life. I found college to be a lot like high school. For me, college was my means to leave.

At the same time, Fisher began struggling with her weight and feelings about her personal appearance. At one point, she ballooned up to more than 160 pounds, which on her five-foot-three-inch frame made her feel heavy and plump. Fisher continued studying and finished

college with a BA in mass communications with an emphasis on advertising and public relations. Shortly after graduation, a friend said, “Let’s go to Arizona,” and they left for Mesa almost immediately. She had finally achieved her first big dream: to leave Idaho.

Out of Idaho

In Mesa, Fisher found an interim job as a cocktail waitress until she got a position with a company called Microage, where she worked as a phone salesperson. She found she didn’t like the disconnection from the customer so she began looking for alternative employment. The search ended during a conversation at the gym where she was working out. There, she met a consultant with a company that sold “human development products” to corporations. Those products gave employees “permission and action plans” to “own” their jobs and their lives. Fisher felt a connection with the company’s message and product and decided she wanted to work with them. The face-to-face nature of the sales job suited Fisher’s social nature and personality.

I remember when I was a senior in college my advisor asked me what I wanted to do and I said I was unsure—but I was sure of one thing: that business left out the human aspect of life and since humans are the heart of companies, I wanted to help change that. So, I went to work for the [human development products] company [TimeMax Inc.] on straight commission. I ended up making the most commission in the shortest amount of time of any salesperson they had brought on. The job was great. I loved sales. I was teaching people about strengths that in some respect I had not fully realized I had: the ability to say I want that and to go get it, the ability to say no to authority, the ability to own my life and not let other people take away my power.

In 1996, a year after beginning her sales position, Fisher was introduced to a man at work and they went out on a date. Surprisingly, he proposed on that first night! Perhaps even more surprisingly, Fisher accepted:

At that point I had dated enough to realize that you are going to have the same things come up in marriage with any human being. Who is to say just meeting someone and getting married will not work? There are plenty of dating relationships that go for years, they marry, and it doesn’t work.

Six months after their engagement, the couple was married in a picturesque and dramatic ceremony overlooking the Grand Canyon. The ceremony had a Native-American theme and was conducted by a Winnebago chief who was also a Presbyterian minister. Fisher recalled the experience:

My family thought I was out of my mind. For me it was being able to say that we created out of nothing a wedding ceremony overlooking the Grand Canyon. There

was a lot of drama we had to go through to get married in a national park. It was fun creating it.

The marriage also offered a new business opportunity for Fisher. Her new husband had just started a company with two friends. They were brokering raw materials, specifically enzymes, to contract manufacturers for making vitamins that were then purchased by retailers such as GNC. Eight months into their marriage, Fisher left her sales position and joined her husband's company. She felt this was a better use of her time and talent: "If I was going to do sales, I figured why not do sales so that all the benefits went toward our family?"

The change proved stressful on their new marriage as it quickly became evident that Fisher was more of a people-person than her husband. Her outgoing vivacious nature served her well in sales. She quickly established connections with key people in the vitamin/supplement industry. Everywhere she went, she was eager to meet new people, to learn their names, to hear their stories. The connections proved valuable as Fisher discovered a new world of healthy living and alternative medicine.

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Discovering Control

The world of supplement manufacturing opened up a new perspective for Fisher on personal health care. Growing up, she was exposed only to traditional medical practices. She recalled:

In my family growing up, if you were sick you went to the general practitioner. For me, I had always been frustrated by my female problems and later, after high school, struggled with my weight. I actually had an OB/GYN tell me as a teenager that I was upset about nothing. That I needed to deal with my female problems, and that this is how it is for women. I learned very quickly in the natural industry that I did not have to suffer with my problems and that there were things I could do besides just take a pill.

At the start of her second marriage in 1997, Fisher weighed 160 pounds—which she considered overweight, and which was, indeed, at least 20 pounds heavier than the medical standard for ideal body weight for her height. Throughout high school, an active lifestyle helped her body maintain a high metabolism, so weight was not an issue. Graduation from high school, a stressful first marriage, and the start of college marked a transition in her lifestyle that promoted a quick weight gain. The weight remained despite her best efforts to exercise.

Soon after beginning work in the natural food/supplement industry, she experimented with different supplement formulas and became more dedicated to watching what she ate and working out. Fisher talked about this period of experimentation:

I had met someone in the industry who was a food chemist. He had a small facility where he made private label products for doctors and chiropractors. I would take a symptom, find an herb that was defined to aid in this symptom and then ask my friend to encapsulate it. He agreed, and I began to experiment on myself. Soon, I found a combination that helped me control some of the problems I had experienced as a woman, including weight gain. My weight dropped to 125 pounds and the negative effects of my monthly cycle decreased.

The change for Fisher was dramatic. She felt better physically than at any other point in her life and she reached a new level of self-discipline that gave the changes permanence. She learned from that experience that, “I alone am in control of my life, no one else. I alone can improve my life for my benefit.”

The results of her physical change motivated Fisher to talk with other women about her health struggles. She found that many women identified with her story and wanted to see similar changes in their own lives. Fisher wanted to help them fulfill that desire and began to realize that her story was a vehicle she could use to empower women to change. As a result, Fisher began to craft and polish her story. She had professional photos taken to demonstrate the “before and after” of her personal physical changes. And she became much more comfortable with her body and her sense of independence. Fisher found that she liked, very much, being in control of her life.

Trying Chocolate Cake

During this time, her husband’s business thrived. A great deal of the success was attributed to Fisher’s outgoing personality and her gift at connecting with people in the industry. She found that people contacted her for help even in areas of the industry outside her expertise. She found herself playing a matchmaker/broker’s role, connecting people who could help one another. That networking skill helped her to create a web of goodwill for Fisher and the company, but it also deepened the tension in her marriage.

Two years into their marriage, Fisher’s husband approached her with the confession that he’d been involved in extramarital affairs. He wanted to keep their marriage together, but he didn’t know if he could be monogamous. Fisher recalled this time period:

He asked me if I would work with him on the issue. He was raised in a household where monogamy was not demonstrated, so that was the only lifestyle he knew. How could I say no to someone who was serious about working on their

problems? We decided that we would change our initial marriage agreement and give him time to work on the issue. We tried it for a year and a half.

Many people think I'm crazy for staying with him for the year and a half, but who can say because I was raised in a monogamous household that means monogamy is the correct way to live? There are plenty of places outside the United States where people live in nonmonogamous relationships. It turns out it didn't work for me, but it would have to be true for each person in this type of situation.

The way I look at it, if I do not eat chocolate cake, how do I know whether or not I like it? I do not know what is right for me until I try it.

The marriage ended on good terms, without tears or emotion. Fisher simply asked to take the rights to her story and her supplement formula with her, to which her husband agreed. Fisher had a story she wished to share with the world, and she knew, from her advertising background, that it was a sellable story.

The Landmark Forum

Large parts of Fisher's story dealt with the issue of taking responsibility for her life and discovering why she did what she did. She heard about and signed up for Landmark Education's Landmark Forum seminar, which promised to help her learn more about herself. The experience had a major impact on Fisher:

The Landmark Forum is mostly based on Eastern philosophy and believes there are events that occur in your life that make you who you are. The Forum helps you break down significant events in your life that help shape who you are. They say in the Forum, "Something happened and you failed in a way of being and then you made up something to make up for that failure."

The Landmark Forum helped Fisher see more clearly several incidents in her life that shaped who she became. The first incident related to an event when she was a child and was punished for bad behavior by her brother.

There was one time when I was spanked for something my brother did. Because we were four years apart, there was no way I could physically have stopped him from what he was doing. So since I got in trouble for that incident, I "made up" that I wasn't big enough, so I had better be responsible, and I wasn't smart enough to communicate with him to make him stop, so I had better be responsible for everyone. After that moment, I would be terrified if someone else was going to get in trouble for something. This probably made me a very responsible teenager. The event was very impactful and it turns out, useful.

A second life-shaping event for Fisher occurred when she was in sixth grade. She was in a scuffle with a girl from school who had challenged her to a fight:

I had decided prior to the incident that I was just going to be cute, but that did not stop the fight. As a result of the event, I “made up” that if I couldn’t be cute I had better be tough. I learned from the event that I had to be tough with my emotions. Life was going to happen, and I could either let my emotions cripple me or I could choose to use them.

While at the Landmark Forum, Fisher also reflected on her father’s advice to stay married and get pregnant—advice that preceded her first divorce.

I said to myself after that event, “I cannot conform so I had better be outrageous.” I decided that if what I am doing is not the norm then it had better be out there, outrageous, against all odds, and it doesn’t matter what other people think, just go do it.

Fisher credited the Landmark Forum with helping her to see the importance of those events and how they had shaped her life. At the Landmark Forum, she explained, the instructor talked about “choosing your response.”

Once you have had an emotional experience, your psyche will say, “I don’t want that to happen again. So, we are going to respond this way and not this other way.” But once you see the way you are conditioned to respond, you can choose to respond in a certain [other] way, rather than the way you are conditioned. This is a very powerful tool, to *choose* to be cute or tough; to be smart or responsible.

That ability or power to choose became central to Fisher’s story.

Finding an Outlet for Her Story

After her second divorce, Fisher used her network in the industry and found a company in Northern California that was looking for a consultant to assist with personnel issues that had grown out of a recent restructuring. As a result of the restructuring, the company had recently consolidated a number of manufacturing facilities into a single site. Fisher interviewed with the owner and was offered the consulting position. That meant living in Napa Valley near San Francisco and starting up her own consulting firm, Discover Response. She explained her choice for a company name:

Discovering what you are responding to in life is the first and most important step in creating a life you love. There are many learned behaviors that we respond to as human beings. Some of these are chosen beliefs but most are learned from the generation before us and then lived as truth by us. There is another way; by

questioning all of our behaviors and beliefs we can create our own truths and our own lives.²

The consulting job also allowed Fisher enough free time to begin pitching her weight loss story in the nutrition industry. She found little receptivity at first, but she kept pitching. Eventually, she found a sympathetic ear in an unusual place.

Bodyonics Pinnacle

While she was consulting, Fisher had continued to attend the nutrition industry tradeshows. One person she kept running into was Mel Rich. Rich had a PhD in pharmacy from MIT and in 1996 had started a company, Bodyonics Pinnacle, which provided supplement formulas directly to distributors/manufacturers like GNC, but also produced a line of supplements under its own brand name.

During the time Fisher and Rich began talking, Rich was working on a project for a company called Twinlab. The project involved formulations containing enzymes with which Rich had little experience. Rich found Fisher's background and knowledge of enzymes valuable and asked her if she would come to New York City to help him complete the project. Fisher accepted the offer, and two months after her consulting contract was completed in California, she went to New York to meet with Rich.

While in New York, Fisher helped Rich complete the enzyme-based formula and also introduced him to the leading broker of enzymes, someone she'd met before and who happened to be in New York at the time. At one point, Rich asked Fisher what her plans were following her time in New York. Fisher recalled the conversation:

I told him I was actually on a road trip and was heading to Florida to pitch this story. He asked, "What story?" So, I told him about my weight loss story and showed him my before and after photographs. I also showed him the formula I had developed. He couldn't believe it. It turns out he had a formula that he was trying to pitch to GNC that was very similar to my formula. He just didn't know how to market his formula. As a result, he asked me if I was interested in partnering to release the supplement.

We renegotiated the formula [and the advertising pitch] so it was factual. He agreed that I should write the ads and use my pictures. He would put up the money to pay for advertising and would also manufacture the supplement through Pinnacle's own line. We then pitched it to GNC. Within 45 days of our first discussion, we had our first purchase order from GNC.

² <http://www.deedeefisher.com/consulting.html> (accessed 15 March 2006).

Estrolean

As Fisher thought about her new partnership with Rich, she focused on several important details. She wanted to control the advertising and the content of the campaign. She also wanted to use her story as the main thrust for the campaign. A big part of that for Fisher was owning her own photographs:

I took one more photo shoot so we had pictures from 1996, 1998, and 2000 to show the progress over time. I used my own photographer and owned the pictures—which was different from [the norm in] the industry. Nobody could do anything with my pictures without my permission. That was the only way I was going to put my story out. I wanted to keep control.

Another aspect of the advertising that concerned Fisher was the integrity of the ads. With the recent changes to her supplement formula, other less scrupulous ad writers might find an opportunity to push half-truths or inaccurate implications in the ads. Fisher was unwilling to accept that.

I needed to write the ads so they were factual. Even after the new herbs were added that Mel recommended from his experience, I was able to honestly say that when we had the full product together all my symptoms went away. [I could say that] because I still had some female problems that were alleviated with the changes in the formula.

In addition to being able to control the advertising, Fisher also considered the financial benefit of releasing her story.

Since Mel was willing to front the cash for the project, I was only entitled to a certain percentage of the sales. I honestly had no idea what this percentage should be, but I had former clients who knew agents who worked with people in my situation. I called the agents and based on my being a “friend of a friend” they gave me some free advice on what the percentage should be.

When Rich agreed to allow Fisher to control all aspects of the advertising and offered her the top percentage she was told was standard in the industry, Fisher agreed to release her story in partnership with him. They named the new diet supplement: Estrolean. Estrolean was manufactured by Pinnacle and distributed by GNC. For Fisher, the release of Estrolean was a means of sharing her story with women in the hopes some would choose to change their lives. (**Exhibit 1** shows an excerpt of Fisher’s story from her personal Web site that advertises Estrolean.)

Waiting for the Estrolean Release

After Rich and Fisher signed an agreement, the actual release of Estrolean took several months. Fisher grew increasingly impatient:

There was a process of having to make the pills before they hit the shelves at GNC. So, there was a huge wait. So Rich said, “Go away, go on vacation. You are driving me crazy. There is nothing for you to do until the pills hit the shelves.”

So, to take her mind off of the waiting, Fisher flew to Hawaii for several weeks and stayed with a friend who owned a place on Kauai. And something happened on the way to the gym:

I was in a tiny gym on Kauai, and I saw this guy, and he saw me. We were checking each other out as I went back to my workout. I then noticed a woman that I thought I recognized. We asked each other if we knew each other from somewhere, and it turned out that we knew each other from Phoenix. She was on the island for her wedding and the guy I was checking out was the best man in the wedding!

She pulled me outside and excitedly asked me to come to the wedding. She said “There are all these Harvard guys and nobody has dates. You must come! It will be so much fun.” So, I went to the wedding with the guy from the gym, as his date. After the wedding we started seeing each other.

At the time they met on Kauai, the “guy” was finishing his PhD at Harvard. So, returning to the states, Fisher found herself with two strong eastward pulls: business and romance. She looked for a home in Rhode Island, but the terrorist attacks of September 11, 2001, persuaded her to keep her home out West.

The American Psyche

Shortly after Estrolean was released, Fisher was again living in Arizona. She found that the schedule she had kept over the past few years remained relatively intact. Her mornings consisted of a one- to two-hour workout followed by work followed by either an additional workout or a more vigorous activity like rock climbing. The biggest change was that “work” now consisted of staying connected with Rich in New York and answering e-mails from Estrolean customers. What she found in the e-mails often surprised her:

Her mornings consisted of a one- to two-hour workout followed by work followed by either an additional workout or a more vigorous activity like rock climbing. The biggest change was that “work” now consisted of staying connected with Rich in New York and answering e-mails from Estrolean customers.

I learned a lot about the American psyche that I had no idea about. I thought if women just knew that if they simply changed a few things everything would be fine that they would want to take responsibility to change these things. For example, I tried to show them that they could take responsibility for their health and be healthy, that women do not have to depend on their doctors to keep them healthy as we are programmed to believe. I quickly learned this was not what the American psyche wanted.

I would actually get e-mails from women who would ask, “Can I eat whatever I want, take this pill, and still lose weight?” I would look at these e-mails to see if people might actually be joking and I found out they were *not* joking. This was what they actually wanted. They wanted to eat what they wanted and look like a model.

In addition to battling the “American psyche,” Estrolean was competing against a number of diets, including ephedrine-based products (popular at the time) and other supplements that promised quick results with very little effort. The majority of consumers flocked to those products. From 2000 to 2004, the sales of ephedrine-related products soared. Fisher saw the success of the ephedrine diet as an insight to dieting consumers’ philosophies. In an attempt to provide a more realistic and effective alternative, Fisher put together a whole healthy living program revolving around Estrolean.

Every packet of Estrolean came with an insert telling the purchaser what to eat and how to exercise in addition to taking the pill. We even hired nutritionists to write diets. We gave the consumer everything they needed to be successful, to lose weight, and to feel better. All they had to do was take responsibility, but all they wanted was to just take the pill and lose weight.

Despite the responses of so many women looking for a miracle pill and the competition, Estrolean still experienced a successful launch. Fisher was able to live comfortably from the proceeds she received from Estrolean sales. At the peak of Estrolean sales, Fisher enjoyed a six-figure income. Sales remained strong for almost two years, the average sales/product life cycle of a dietary supplement in the nutrition industry.

In the meantime in 2003, the Harvard guy asked Fisher to move to Philadelphia, where he was teaching on a one-year post-doc at the Wharton School. He had been involved in two successful IPOs and was serving on the board of a major corporation, and was quite capable of caring for her financially. He enjoyed the enviable position of starting his career with a seven-figure income. By that time, sales of Estrolean had slowed enough that Fisher’s income did not cover all her expenses. The couple decided to move in together in Philadelphia.

At that point, she wrote a business plan that proposed a line of six supplements developed around the idea of personal responsibility. She pitched the plan directly to GNC, where she personally knew one of the executives. The executive argued that the market was not ready for

products based on a personal responsibility message. They still wanted low-carbohydrate, low-effort diets and programs.

Moving to the Country

After her partner's year long post-doc came to an end, he accepted a position at another major business school in a much smaller, suburban environment. Fisher had grown to love him so she went with him, but she hated the small, confined atmosphere of the conservative community. During the last three years, Fisher had allowed herself to rely more and more on her partner's support for her lifestyle and interests. They traveled to the far reaches of the world together scuba diving, partying, attending college reunions, fraternity reunions, and major entertainment industry events. Life on one hand seemed carefree and a barrel of fun. Her partner was coming up for promotion on the faculty, but the outcome was not yet known. It was clear that he loved the teaching, but he wrestled with the writing and publishing aspect of the academic life.

And there was another thing: after living with her boyfriend for more than three years, he still had not asked her to marry him. Fisher wondered if she was wasting time. Should she restart her entrepreneurial interests in the nutrition industry? Should she write a book with a more detailed version of her story? Should she find a coauthor or ghostwriter to help? Should she bag her lingering relationship and move back to Phoenix where there were more opportunities? Or was the East Coast a better bet? What about children? And how would she support herself?

Exhibit 1

THE LIFE AND CAREER OF A FREE SPIRIT: DEE DEE FISHER

Excerpts from Fisher's Web site:
<http://www.deedeefisher.com/story.html>

Using natural ingredients, she experimented with different combinations of herbs and extracts, and created her own nutritional and exercise program. She lost 40 pounds and 23 inches. She was a size 4.

However great being the right size was, it was not enough. The painful, debilitating menstrual cramps and intestinal pains still plagued her. Looking to go further, she knew she needed to add a safe, natural, effective hormone-balancing ingredient. Dee Dee took her quest to Pinnacle, a leading natural supplement manufacturer with a women-friendly brand, Pinnacle for Women. Incorporating natural hormone phytoestrogens into her already existing nutritional regimen worked its magic. For the first time in twenty four years, Dee Dee lived without constant

intestinal pain and exhausting monthly periods. She felt like her own woman. And Estrolean was born!

And there are more products and projects in the works. Dee Dee is out to help women world-wide find the inspiration and courage to do what she has done, take her own life in hand and improve it for her benefit.

A letter from ME!

To answer before you ask, ‘yes’ it is me in the pictures, ‘yes’ everything above is true, and ‘yes’ you can do it. There is a quote; “Nothing is yet to be said that’s not been said before,” (Terence). That means that the information I give you is already out there to find. I’ve only made it easier for you by putting it all in a logical order.

We women are very smart. We know that burning more calories than you eat causes weight loss. We know that we suffer every month at least once because of our unique systems. And we know that there is no magic pill or recipe...Or is there?

Well, there are answers so simple that, when combined with a little effort, they work like magic. I am excited to take you on this process. And I will be here for you as you learn to do for yourself as I learned; “to rely on myself to do the difficult; to understand and take my supplements, to eat foods that are satisfying yet nutritious, and to exercise.” Whew, with all this going on it needs to be simple and logical.

—Dee Dee Fisher

QUESTIONS FOR REFLECTION

1. What has Ms. Fisher learned so far in life?
2. What chapter of life is she in?
3. What aspects of the way Ms. Fisher has managed her life do you admire and why?

4. What aspects would you have done differently and why?

5. If you were in her position, what would you do and why?

Epilogue

About six months after the case was written, Ms. Fisher and her significant other were married on a catamaran in the Caribbean surrounded by their closest friends. Thereafter, they moved to Boston where he had accepted a position with a large, well known private equity firm. Within a year, Ms. Fisher delivered a healthy baby girl on whom she doted. She said she loved being a mom, but sometimes she felt stir crazy and bored. A year later, her husband accepted a position in the Pacific Northwest, so she was planning their move and wondering what life would be like on the “left coast” again.