



## “My Walk, My Way: Women Who Changed Their Lives One Step at a Time”

### BOOK CLUB KIT

#### **ABOUT THE BOOK**

There is an epidemic plaguing women.

Its name is comparison.

Mom-Shaming – Body-Shaming - Anti-Aging Obsession

“I can’t believe he is with her!”

“Why did she stay with him so long?”

“Why can’t I be more like her?”

This book takes you on a journey of eleven women who discovered that their life was waiting for them as soon as they did things their own way. After following the advice of

the experts and gurus for much of their life, they still felt like failures. Each one finally decided to stop being perfect and forge their own path!

If you are exhausted from doing things the “right way” and comparing yourself to others, we invite you to take a journey with these courageous women who decided that enough was enough. In these personal stories, you will hear how each has achieved amazing things by facing challenges one step at a time.

Walk alongside women who have:

- Discovered how to build a business that is designed for them
- Left abusive relationships with power and love
- Found significance and purpose through tragedy and heartache
- Used their voice to change their lives, families, and careers

It's time for you to stand in your unique greatness. Stop comparing yourself to others. Instead, use this book to discover your beautiful design and build your life around that design.

Are you ready to stop doing life everyone else’s way, and make life your own adventure?

This book introduces you to the most comprehensive and advanced personality assessment available, the Endotype Formula, through the stories of these women. By taking the Endotype Formula quiz, you can discover which of these authors you are most like. Through the quiz and these vulnerable stories, you will understand yourself at a deeper level and receive the permission to stop being like others. The world needs more of you being YOU.

## **DISCUSSION GUIDE**

Please take the Endotype quiz, found on [mywalkmyway.com](http://mywalkmyway.com) to find out which Endotype you are before the discussion.

Knowing that each book club is different, we have created questions for you to use as it works inside your group. For each chapter we have created 4 questions. The first two are specific and generalize about the chapter. Questions three and four are about the authors' Endotype and inner struggles some Endotypes share. Feel free to pick and choose the questions you use. There is not need to feel like you must use or ask them all.

### **Chapter One**

*"Why Haven't You Made It Yet?"* by Beth Kille - an **Angry Thymus Visionary**

1. This chapter is about creativity, expressing creativity and songwriting. What creative talents do you have?
2. In Beth's chapter, she does a big career pivot from physical therapy to doing music full time, which was a very courageous step. What courageous pivots have you had to do in your careers?
3. As an **Angry Thymus Visionary**, one of the superpowers is creating a belonging to a community or a physical space that's in alignment and helping other people to do so. If you are an **Angry Thymus Visionary**, how have you created a community?
4. Not all Endotypes have a great relationship with belonging or community? What has been your experience? Do you naturally feel like you belong?

### **Chapter Two**

*"A Masterpiece in the End"* by Mindy Wilson - an **Overwhelmed Thymus Harmonizer**

5. In the beginning of Mindy's chapter, which ends up being about leaving domestic violence, she paints a picture of the controlling nature of the relationship as it started with her boyfriend, like the hand squeeze at the carnival because he wasn't getting enough attention. Have you ever been on the receiving end of this kind of desire of control in a relationship? What was your experience?
6. At the end of Mindy's chapter, she issues the readers a challenge. Have you taken the challenge? Share your results.
7. If you are an **Overwhelmed Thymus Harmonizer**, one of your unique abilities is to see the value, the enoughness and the awesomeness of others; to speak those words to them while still sometimes struggling with your own worth? Can you share your experience of worth?

8. Outside of physical things (money, investments or property), how do you identify or evaluate your worth and enoughness?

### **Chapter Three**

*“The Process of Worship: A Journey of Judgment to Love” by Michelle Saunders - an **Emotional Pancreas Protector***

9. Michelle grew up in a conservatively Christian home and heard the message of Christianity as judgment. Have you ever experienced this? How have you experienced relearning your religious belief systems?
10. In Michelle's chapter, her husband at the time ran off with Michelle's best friend...and took the dog. What's your worst breakup story?
11. If you are an **Emotional Pancreas Protector**, would you say that it's true that although people perceive you to be a powerful woman, you often don't feel that powerful? Can you say more about that?
12. Women's empowerment is often talked about as a subject and yet not well defined. In the Endotype Formula, it is related to personal responsibility (taking ownership of your roles and choices, standing your ground and autonomy). What does being powerful mean to you?

### **Chapter Four**

*“The Path Not Taken” by Wendy Herrmann - an **Emotional Pituitary Contributor***

13. Wendy's moving chapter is on her multiple struggles in motherhood. Her OB-GYN tells her that people like her really should have children. How have people in your life tried to offer their unsolicited opinions on your reproduction or relationships?
14. One of the pivotal moments in Wendy's story is when her husband came to her and expressed a desire to have children. They started off their relationship both agreeing they didn't want kids. When people you've been in a relationship with have suddenly changed their mind and done a pivot with you, how have you reacted or what has been the outcome?
15. **Emotional Pituitary Contributors** often associate love with tasks or doing things. If you are an **Emotional Pituitary Contributor**, is this true for you?
16. In general, how do you want to receive or be shown love?

### **Chapter Five**

*“Finding the Positive Roots to This Ghostly Tree” by Lisa Nelson- an **Anxious Balanced Builder***

17. Lisa's chapter is about adoption. Have you had a personal experience with adoption? In your friend or family group?
18. Part of the ghost tree that she talks about is the idea of having been ghosted, becoming invisible to an individual who is at one point part of your life. How have you experienced ghosting?
19. An **Anxious Balanced Builder** has a special ability to see people for who they really are; honor and respect people as individuals. Can you share how you've been able to do that in your life?
20. How do you describe your identity?

## Chapter Six

*"Gifts from Sally" by Elaine Turso - a **Stubborn Pineal Clarifier***

21. In Elaine's chapter, she wrestles with this inner voice that she calls "Sally Saboteur". Do you have a name that you call that voice inside that challenges you?
22. What is your "go to" when that challenging voice inside comes up for you?
23. As a **Stubborn Pineal Clarifier**, do you have pop rocks or these intuitive explosions or hits like Elaine does? Share what that's like.
24. The Endotype Formula shows us we all have intuition, but we use it differently. How do you experience intuition?

## Chapter Seven

*"One Starfish at a Time" by Angela Witczak - an **Angry Thyroid Manifester***

25. Angela shares in her chapter that her life was impacted by the starfish story and the quote "*Well I made a difference to that one!*" Do you have a quote or story that has impacted your way of life? Please share.
26. Angela did not wait to have her life all together to start taking action on causes that were important to her. What causes would you like to take action on but are hesitating?
27. One of the genius parts of an **Angry Thyroid Manifester** Endotype is their ability to empower and inspire other people. How do you use this gift for the people in your life?
28. What does empowering mean to you?

## Chatter Eight

*"You Won't Boil Me Alive" by Keely Crook - an **Emotional Pituitary Contributor***

29. Keely's story draws attention to leaving an emotionally abusive relationship. Have you had to leave an emotionally abusive relationship? Would you like to share your story about leaving?
30. Keely talked about red flags that she saw and overlooked. Have you ever overlooked a red flag and how did that turn-out?
31. Sometimes in the Endotype Formula, a certain thing can be both our strengths and a weakness. For **Emotional Pituitary Contributor**, how has belonging and creating belonging been a strength for you with others but a weakness when receiving it or applying it to yourself?
32. What are your most valuable support systems or groups...the groups that have gotten you through the tough times?

## Chapter Nine

*"Generations of Impact" by Abbie Lorene - a **Lost Pituitary Intuitive***

33. The book "My Walk, My Way" addresses comparison in a lot of forms. Abbie talks about body image. When was the first time you remember comparing your body to someone else?
34. Abbie discusses the generational impact of what she received from her mother and generations before and what she chooses to pass on to her children. What messages about the body did you receive from your family of origin?
35. As a **Lost Pituitary Intuitive** Endotype, you love and connect extraordinarily well and yet struggle with feeling valued. Do you differentiate love and worth? Or do they feel like the same thing for you?
36. The Endotype Formula tells us that love is the ability to connect and empathize, while worthiness is our innate human value, separate from any of the things that we do. Do you think love and worthiness are the same thing?

## Chapter 10

*"Caring for Caregivers" by Cindy Strom - an **Anxious Gonadal Counselor***

37. Cindy's chapter is about becoming the caregiver for her parents. Do you worry about this stage with your family? Have you been in this position before?

38. Cindy's chapter encourages caregivers, whether it be of parents or just caregivers in general, to make sure they are taking care of themselves. How do you prioritize your self care?
39. Laura Hulleman, the creator of the Endotype Formula describes the **Anxious Gonadal Counselor** as a big giant heart walking around on two legs. If you are an **Anxious Gonadal Counselor**, is that how you see yourself?
40. One of the cravings for the **Anxious Gonadal Counselor**, as well as other Endotypes, is belonging. How do you try to make people feel like they belong?

## Chapter 11

### *"The Big Wheel of Business" by Laura Hulleman - a **Lonely Adrenal Interpreter***

41. Laura compares business to riding a giant Big Wheel. Have any of you ever owned a business? If so, what was it? Is the giant Big Wheel accurate for you?
42. One of the pivot points in Laura's chapter is when she describes feeling like she had lost herself completely because she had lost the identifying roles that she had taken on - of business owner, wife, gym coach, etc. Have you ever lost yourself as roles in your life have changed? (ie: kids going to college? Job change? Marital status change?)
43. One of the cravings of the **Lonely Adrenal Interpreter** is for significance or importance. Have you ever felt the need for personal significance or to prove your importance?
44. One of the gifts of the **Lonely Adrenal Interpreter** is empowering other people. Who in your life has empowered you and how?

## **AUTHOR BIO**

Laura Hulleman, the creator of the Endotype Formula, is a powerful truth teller. Her superpower is helping people believe that being themselves as they are designed is more than enough. Once a person is grounded in their identity, they can begin to operate from their zone of genius and experience more peace every day.

Laura spent years researching and recognizing the patterns that created the Endotype Formula, the most comprehensive and advanced personality assessment available at this time. Right now, she takes coaches and entrepreneurs on an adventure into their Endotype Formula to improve their businesses, embody their brand identity, and attract their ideal clientele.

She and her two boys live in a treehouse in Wisconsin, where they enjoy cozy fires in the winter, and camping, fishing and kayaking all summer long.

## **AUTHOR INTERVIEW**

***with Laura Hulleman, Creator of the Endotype Formula***

**Tell us about the Endotype Formula.**

The Endotype Formula is a personality assessment that is different from a lot that are out on the market because it combines a lot of them. The magic of it, quite honestly, is the simple, five question assessment. A lot of personality assessment out there, you have to clear your schedule in order to be able to take them! This is a simple, five questions quiz, but it will tell you how you think, what motivates you, how your brain and body connect and what your body style is. There's different body styles for the different Endotypes. So it's this ability to take one assessment and understand how **all of you** works, as opposed to maybe one part of you.

**How did you research this idea?**

I've always been a personality type junkie. I've taken a lot of assessments. And I was a big fan of one assessment that kind of broke people into four quadrants. I ended up in a conversation with somebody who was a huge fan of one that broke people into 16 different categories. I found hers to be super complicated. But during these conversations of us arguing who's whose personality assessment was better sparked some questions that we didn't have the answers to. We started to research all the way back to what was Jungian Cognitive Theory before it became a personality assessment. What were the roots? How does that connect to this and then to other things? It's really standing on the backs of a lot of giants. There were a lot of people who have had part of what has now become the Endotype Formula, but they didn't understand how each of those separate parts interacted, how the endocrine glands tied into energy and emotional cravings that all of us have tied into thoughts and systems that all of us have to be able to create. This is a very complete picture of who we are. So it took about three years. It was a lot of curiosity and a lot of just staying with it. I thought I knew what it was a number of different times and was disappointed when I figured out there was more research to do. But slowly it all came together into a very inspired system.

**Tell us about the collaboration with Angela Witczak and where the idea for “My Walk, My Way” came from.**

Angela and I have been friends for 11 years now. Actually, the book was launched on our 11 year “friend-aversary”. We have done some crazy projects together...fundraisers and business plans and stuff for the community. “My Walk, My Way” came out of a day where we were both having a crap day. It was February in Wisconsin, and waiting for spring fever, feeling stuck, not feeling great. She was disappointed in a project that she had been a part of that started to take on this air of comparison. Like look how I'm doing it; you do it like me. And I thought, man, that whole messaging just stinks. We're told enough in our life that “we need to be like other people”. Like mom shaming and body shaming and all of this stuff. I wanted to be a part of a project that's like “here's my own dang way of doing things. “This is how I did it my way.” We were messaging each other back and forth with these messages. I mentioned, “I want to read a book that says “Hey! I did it my own way.” And she said, “Yeah”! I then said, “I would like to write part of that book”. The project just immediately took the path forward and was so clear from that point on, because Angela and I are crazy big dreamers. We knew right away that we wanted to

incorporate the Endotype Formula, and we knew we wanted to focus on women, and to be able to give women the permission that sometimes they feel like they need to be themselves.

**You talk a lot about comparison in the book. Is that intentional, and where does that stem from?**

Oh, yeah. Comparison is kind of the anti-hero of this book. What the Endotype Formula has shown me, and what I knew even from being a personality type junkie, is that too many of us look at an expert or a guru. A person we respect and go, "I want to be like them. And if I'm like them, then I'll be \_\_\_\_\_. Successful. Beautiful. Satisfied. Like my body. I'll have a better marriage. If I could just be somebody. I'm not." And that's never going to happen and we stay permanently dissatisfied. Either inflating ourselves - "oh, look how great I am putting up all kinds of armor" or deflating ourselves - "Oh, I could never do that. I'm not like you". And I just want people to be able to stand strongly in exactly who they are, knowing that they are worthy and loved and enough just as they are.

This book focuses on women. But that's not to say that the Endotypes are just a woman thing. Men experience the same Endotypes. It just might look a little different. Where women go towards comparison, men go towards competition. "I'm going to beat you or I'm going to lose and I don't want to lose". Endotype Formula is definitely applicable across the board.

**There are eleven authors in the book, all with different Endotypes. How did you find them?**

Some of the authors just found us! We put out a call on our social media pages, in some of the networking groups that we were a part of, and started to explain what the project was about. As we were talking, people would come forward and say, "Well, you know, I've always thought about writing a book, but I just haven't gotten around to it yet." And we'd say, "Why don't you get your feet wet by writing a chapter of a book". We did a project video that explained what the project was about so that people could get that information once they got excited. A lot of the people who were interested referred us to other people. So it was really just holding the intention that we would find it and continuing to talk about it until we had the authors that ended up in our book.

**There are a lot of heavy subjects in the book from domestic violence, mental health, pregnancy loss. How does that connect with each person's design?**

I think it's less about how it connects with each person's design and more about how each different design moved through the challenges differently. We have two stories that cover domestic violence. One is from a Harmonizer, Mindy Wilson, and the other is a Contributor Endotype, Keely. They think very differently. They react very differently. You can see that in their stories. Both of them ended up leaving domestic violence situations, start to rebuild themselves, and yet how they did it, if you're looking at the story, is the interesting part. Their design is how they did it. What motivated them to make those changes, which is different, for each of them. So we wanted to tell amazing stories about people overcoming, or moving into, and developing their own way of doing things. And have in there some of those Endotype elements for people to be able to relate to.

### **What should someone do if they're interested in learning more about the Endotype Formula?**

The first step is always to take the quiz. So if you go to [mywalkmyway.com](https://mywalkmyway.com), the quiz button is right on the website. It literally takes five minutes or less. We've made it super easy. We've included some videos. If you feel stuck, you can watch a video. It will help you make that choice. From there, you're going to get your profile emailed to you so you'll be able to start learning about your Endotype. You'll be surprised at how much of you is part of your design. I hear all the time, "Oh my word. This is exactly who I am."

We've also developed some amazing gifts for you on the website. So if you want to dive more into your Endotype, you can go to the website and download your Endotype guide that takes you into one specific piece of the Endotype, which is that doubting voice in your head. You know, when you get the idea like, "Oh, maybe I should write a book?" There's this follow-up voice that says "Who do you think you are?" That voice - where does that come from? And what are they really saying? What is that part of you? We take you into that piece and help you explore that to move past your stuck points.

### **What do you want your readers to walk away with the most after reading this book?**

A little bit more courage. Acceptance of themselves. Permission to try that crazy idea that's rattling around in your brain. This book literally became an idea in my brain in March of 2021. We released it in January of 2022. Because we didn't sit around and try and figure out if it was going to work, we just did it. So I want more people to know how they were designed with strengths and weaknesses, and just do the thing that's been laid upon your heart.

### **What is something that you yourself learned in the process of writing this book?**

I think for me, there's two main things because I took on two roles during this book. I was the compiler of the stories, working with these different Endotypes. In that role it was so interesting to see how these designs became so clear in how I was working with each of these individuals in what they were afraid of and what their sticking points were in writing these really amazing, powerful, vulnerable stories. To have a short span of time (you know, three, four months was our writing window) to really get hands on and deep into the authors' lives and see the thought process of these 10 different Endotypes.

The other role that I had in this book was as an author. I used the same tools that I used on the authors with myself, and took myself deep into the story of closing down my last business during the same time that I was going through a divorce. The tailspin of losing all of the roles in my life... wife, business owner, gym girl.... all of those roles. Being left asking, "who am I now" and being able to explore that in an even deeper personal way. I will tell you man, I was a hot mess during that self exploration. I've done a lot of work and I've worked with a lot of coaches. But being able to really go in and heal on a deeper level and come out the other side; I am better for it.

### **What do you want people to know about the Endotype Formula?**

I have been able to use the Endotype Formula to understand the people in my life. I am a single mom raising two sons. I know my kids' Endotypes and that helps me to understand who they are. Like a lot of us, I had both a loving and a challenging relationship with my mom growing up and even into adulthood. I understand my mom's Endotype now and I can understand her better. It has improved our relationship. That is another way to use this book. Get your friends and family to take the quiz and then go read their chapter. Read a little bit more what it's like to be a Harmonizer Endotype to be able to understand those Harmonizers in your life.

### **And for those whose Endotypes that are not in the book?**

In our appendix at the back of the book, we have Endotypes that you are similar to if yours is in the book. There are 16 Endotypes types; we have 10 represented in this book. For instance, we don't have a Conductor in this book but we do have a Visionary and a Protector. They both think similar to a Conductor. So if you can't find your Endotype, look at the back information for the types that you are similar to. Also, know that this isn't the last book about Endotype!

### **BOOK DETAILS**

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