



UNORTHODOX  
**SUCCESS**  
SECRET  
**SHAME**

*How I Stopped Feeling  
Like the World's Biggest  
Fake and Found Peace  
in Being Me*

**CHRIS FROLIC**

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*I dedicate this book to Geoff Ronning.*

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## HOW TO USE THIS BOOK

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**T**his book is a collection of thoughts about my history and experience dealing with debilitating imposter syndrome. Completing this book is part of my journey. In a lot of ways I feel like I've come out the other side of this, so I wanted to create the book that I wished someone had given me years ago, when I was in the depths of my crisis.

I would have felt less alone.

I would have felt seen.

I would have had hope for a solution.

Back in my crisis, I desperately wished I had someone to model after, to make my life easier. If that's a role I can play for you now, that would make me happy.

Back then, I didn't even know what imposter syndrome was. I was suffering alone.

Like everything I do, I didn't follow the rules when creating this book. I was inspired by my desire to help people like me, so I created what made sense to me.

This book is written in the style I best communicate: I tell my own story. I used to think that my story didn't have value because I was too different, my story was too wild, and there was nothing to learn from me unless you were me. I've now learned how wrong I was. That's part of getting over my feelings of being a fake. There is value—a lot of value!—in telling my story. The fact that it is so unique is what makes what I have to say so valuable.



*Every chapter ends with a powerful Action Step or Steps, contained in a separate box. To get the most out of this experience, I invite you to really take time with it and see how it applies to your own life. Don't move on until you have a response to each question. Write out the answer in your own journal. As you move through the book your answers will evolve. This is normal. Give yourself the space you need to impact your life from this experience.*



## A B O U T M E

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**S**o, who am I to write this book? Let's start with my accomplishments. I'm the co-founder of StealthSeminar.com, the leader in the automated webinar business. It launched in 2010, made a profit from day one, has created over a billion dollars for its users, and today it is bigger than it has ever been. In the 1990s I was a hugely successful DJ known as Anabolic Frolic, with the best-selling electronic music series of that decade, "Happy2bHardcore". I was an architect of the original rave movement as a promoter of one of the most revered and celebrated rave promotions, "Hullabaloo!" I was the host of the highest-rated online dance music show of 2000, Happy Hour. I have a published memoir about that part of my life called Requiem for My Rave. Following my DJ career, I spent five years as a comedy stage hypnotist, appearing on television and doing shows across Canada, where I live.

Now here's the thing: I accomplished all of the above while never having graduated high school. That was a secret shame

of mine for most of my life. I clearly have a solid history of “making shit happen”, and yet because of my unconventional background, the things I did, and how different they all were, I didn’t see it that way. Despite how successful my efforts were, I felt like the biggest fraud in the world.

I didn’t start out feeling that way. It got worse over time. The more money I made, the worse I felt.

I stand before you today firmly on the other side of this story. Nowadays, I like to help people like me—those with unconventional backgrounds who have achieved incredible success, yet still feel like fakes that have fooled the world and are too ashamed to admit that this is their problem.

This is what this book is about.

I’m able to speak it, and share what changed, and how I changed. My hope is that my book might find and speak to the people that really need to hear this. I look forward to what new thinking it will create in your own mind and what new possibilities it might open.

Something in you chose to read this book, and that tells me you’re ready to change your situation. It all starts there, so you’ve already done the hardest part.

I believe in you.



*What is your intention from reading this book?*





PART ONE

# THE CRISIS



## CHAPTER ONE

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# I'M GOING TO DIE

“I think I’m having a heart attack,” I told Robin, my wife. It was the only explanation I had for the pain in my chest. I felt pressure, like a contraction, all around the center of my chest. It was like someone was pushing their fist into my ribcage. I didn’t know what to do. I was terrified that I was going to die.

After asking a few questions about other symptoms, Robin said, “It’s not a heart attack. It’s anxiety. You spent so many years worried about money, now that it isn’t a worry, your mind has to find something else to worry about.”

Robin tracked down my bottle of Ativan, prescribed to me years earlier to help with flying to Australia. I took one, hoping Robin was right.

I had no other choice but to trust Robin in that moment. In my mind, I figured if I collapsed on the floor, Robin could call 911. I would wait until that moment before going to the hospital. I guess enough of me suspected I wasn't actually dying, and I wanted to avoid the shame of showing up in the emergency room as a hypochondriac.

The tranquilizers began to work. The fear was subsiding. Whatever it was I was feeling in my chest wasn't an actual heart attack, because it wasn't getting worse, it was getting better.

I wish I could say things got better from that day, but they didn't. I wish I could say I didn't fear having a heart attack again, but I did, regularly. I wish I could say I learned to get through these panic attacks without resorting to tranquilizers, but I didn't, not for a long while.

Why was I feeling this way? I had so much to celebrate and be grateful for. Robin was correct in saying I used to worry about money for years, and now I didn't need to anymore. After living precariously my entire adult life, I had finally "made it" financially. My latest venture, a webinar tech business, was a financial success. I still have an ATM receipt from that time from the bank with my checking account showing a balance of \$723,881.82. It was cash money just sitting there. Every month I received more money than I knew how to spend. I achieved all the things I wanted in life. I had wanted a home for my family, where my kids would have their own



bedrooms. We then found our dream home, in our dream neighborhood.

I was so worried about my ability to keep generating this kind of money in the future, I paid the house off within three years rather than carry a mortgage.

I had literally made millions of dollars, in real money in my hands, not pretend paper money, or stock valuations, or crypto fortunes. Yet I was terrified it could all disappear overnight.

The problem was that I felt like a fraud.

How I got here made no sense. I must have fooled everyone. I was making millions of dollars in tech, and I'm a high school dropout. No one taught me to do what I do. I had to figure it out on my own.

I kept rerunning my history in my head. Before the tech biz, I was a comedy stage hypnotist. Yes, that's as much of a non-sequitur as it reads. Before that, I was one of the best-selling DJs in the world and one of the most beloved rave promoters of the 1990s. Huh? Before that, I had worked at a video game store since I was twelve years old. When I was eighteen I moved to work at their head office, traveling the country while setting up new franchises and training the new owners on how to run their business. Where is the string that ties this all together?

It was such an absurd story. It felt like these things all sort of just... happened. It had to have been sheer luck more than anything else. "Right place, right time," was my belief.

With my previous ventures I had had various degrees of success, but the financial component evaded me until my most recent company.

It was the huge inflow of cash, combined with my unorthodox story of getting here, that really made me feel like a fraud. I fooled everyone; there was no other explanation.

And that left me feeling so unhappy. I felt like I was in over my head, and I had no idea how to transition out.

I felt so guilty. Guilty about how I felt, and why I felt it, and how it was affecting the people around me.

I felt so scared. Scared that everything would go up in smoke, and I'd have no ability to do anything after this. My only thought about how to create income was to rent out the basement of my house as an apartment. I didn't see any potential in myself for doing anything else.

I was scared I was going to die, either by dropping dead of a heart attack or going to sleep and never waking up again. What would happen to my family without me to support them?

And I felt so ashamed that these were my problems. Who am I to complain about anything? I literally have everything I wanted, including a happy marriage and amazing children.

I couldn't speak of my negative feelings, because my shame was too great.

That was me at my worst. I was in this state for six long years. The money rolled in and I dealt with fear, guilt, and shame. I spent every moment feeling like a fraud.

I estranged myself from mostly everyone. I withdrew. I did my best to avoid talking to my business partner, Geoff. It was ridiculous, but I couldn't control it. I didn't even know what I was doing. I was driven by primal fear.

Finally, in my crisis, I hit my lowest point. I had to pull myself out before I destroyed everything.



| *What in my story do you relate with?* |

