

SISTERS WORKING IN PURPOSE: MONICA FREEMAN: OWNER OF MY FAVORITE THING

I'm so excited about this interview! I love hearing the stories of those operating in their purpose. I had the opportunity to interview Monica Freeman after working with her and then learning that she is a writer and also has a body butter business that she is launching. Monica lives in South Carolina and like so many, received (what some would call) the discernment to relocate and pursue her purpose.

Me: Tell Us a little about yourself and how you got started.

Monica: My name is Monica Freeman and I have a Body Butter Business called My Favorite Thing. I am the youngest of four girls, the baby or as my mother calls it, "The Last One or The Last Go Round". We are a family of entrepreneurs. All of us have some side business that we are involved in. My Oldest sister went in full time and started a sewing business. As entrepreneurs, my sisters often participated or held vending events to showcase their businesses. I would often come and help. I noticed all of the fun they were having and they joy they got from it and decided that I wanted to sell something too. I was elated with the joy and pleasure you get from making something that somebody outside of your family would want and the feeling of making that first sale. There's nothing like it! I read somewhere that it is the God in you when you feel like you're creating and that you are on the right path.

Me: How did you decide on Body Butter?

Monica: I've always had an interest in skin care and beauty. In another life, I was a makeup artist. I did things locally with weddings and fashion shows. I always had an interest in skin care and beauty, make up artistry lessons at department stores and that parlayed into becoming a licensed aesthetician; doing facials. Being in beauty, I began to research products possible ingredients and things. I've always enjoyed Bath and Body Works; loving the different



My Favorite Thing... The Body Butter.
Available on Facebook.com/thebodybutter.

smells. I found that while the lotions went on well, they would dry up so much on my skin as if I didn't have anything on. I had to constantly reapply two hours later. As a result, I was inspired to create something that would last longer, that in the summertime would not make me greasy, like having on baby oil, you know when you're too greasy; the dirt and gnats would get stuck on you - that is so gross. But I also wanted something that in the wintertime, it wouldn't be too lightweight that it would dry quicker in the winter air. I looked for something and it was during that time that shea butter became really popular so I started there. I found that there were different kinds of refined shea butter so I wouldn't interfere with the natural scent while adding my

own scent.

Monica: Then I found out shea butter has a healing element to it. One of my sisters had a severe case of psoriasis on her feet and lower leg. She used my body butter every day. She loved it, started to sell it for me and tell others about it. She went to an doctor's appointment. He asked her if she was using something else. She responded that all she was using was my body butter. The doctor responded, "Well she needs to put it on the market because this is the prettiest psoriasis that I've ever seen." Now I can't say that it heals psoriasis, but I can only say what people are telling me when they've used it. Another example is my god-sister has a little two year old who had a bad diaper rash. As a licensed nurse, my god-sister began reading the ingredients and decided to try the body butter on her son. The next day she called and told me that she had put the body butter on her son's diaper rash and the next morning it was healed.

Me: How many fragrances do you have of the body butter?

Monica: I'm playing around with that, I actually have anywhere from 6 to 10. I'm trying to narrow it down to about 5 that I really like most for women and 2 for men. Because I'm finding more and more women are asking for scents that they can get for their boyfriends or husbands and it has been working well. I kind of use my clientele now for my focus group they really like

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the lemongrass, the baby powder something really soft, amber, but I'm trying to figure out newer scents that will be popular, like the mango and citrus. I wanted to have one or two earthy scents, one or two soft scents and one or two fruity/citrus scents.

Me: Do you believe I can usually tell when I talk to different people or clients I can tell what their passions are and I can help them figure out the direction they want their career to go and what I'm hearing as you speak about your body butter, I can hear your passion and is what piqued my interest do you believe that this is your unique purpose fulfilled.

Monica: I do. I think my purpose is to heal and this is just the vehicle at least right now to be able to do that. From the time I was an aesthetician, I wasn't the kind like others who would wear gloves. I did skin-on-skin (care). I had quite a few people tell me that I had healing hands, like the energy coming off of my hands they could actually feel it coming off of my hands. So when I heard those things, it was like oh, okay and it went in one ear and out the other. However, those comments stayed with me and was very important to me. I realized that touch is very important to me. For me, doing the body butter was helping people to heal. I didn't realize it at the time, but now over the past year, it is like a light-bulb is going off for me. The body butter is the vehicle for me to help people heal. Years ago, I would've never put two and two together.

Me: Why do you think that

your body butter is being so well received, or to your point you just realized the power of healing and touch at this time in your life. Why do you think it is coming to fruition now?

Monica: It could be that the time is right now because I've made some real changes in my life in the past few years, I'm in Charlotte NC now but I'm originally from DC. In 2013, I just quit my good

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government job in DC, picked up and moved here without anything lined up. I just felt like it was right; that it was the thing to do. When I tell you that everything lined up perfectly with very little effort from me, it is true. I had no connections here as far as a job. I did my job search just like everyone else online and within three months I landed a job. God was just taking care of a sister.

Me: You had that divine connection. You talked about just picking up and leaving your job because I had a similar experience. What did your friends and the people closest to you say when you told them "I'm out"?

Monica: Actually, this is a testament to the great fam-

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ily I have. Everybody supported me. They were so happy, so proud that I was taking a risk and taking a chance and doing it. It's funny, because so many

tion (because I told her) that everything is falling in line and falling into place for me with this move without me even trying. I'm just going with it and she (my friend) just sat back and said, "You are being obedient."

Me: That is the perfect way to explain it.

Monica: I said you are absolutely right, it was another aha moment for me and that is one thing that I will never forget; that's exactly what it is. There were moments, a quite a few to be honest as I think about it, where I didn't feel the Spirit but I was just overwhelmed with calmness

Me: The peace that surpasses all understanding.

Monica: Yeah, you just have it, it's almost a warm feeling as if you're standing in the sun kind of feeling. And it's almost sometimes I felt like that it wasn't me making the decision; that while it was coming from my mouth, it was like it was just being given to me.

Me: This is the thing that I talk to people about it, Sometimes we mistake God's communication too much for feeling, but it's almost that maybe because we're limited in terms of our verbiage, that we talk a lot about feelings, but it's more of a knowing. The same as when I look at a white wall and know it's white, the same as when I just know that my moving is the right thing to do. Is that what you experienced?

Monica: Yes, that's exactly it.

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Me: So as we think about the journey that you're on, because it's definitely a journey, do you feel full in terms of living out your purpose? Do you feel like you're fully engaged in your purpose and that you are living it out or if you don't what do you think are the things that keeping you from it.

Monica: I'm on the verge of fully living it out.

Me: So what does it look like in your mind?

Monica: I think this business is just a part of it to be truthful. I think another part of it and the two are not related, is in my writing, I haven't paid as much attention to it as much as in my business. It feels like I'm being told, "You'll get to it don't worry, we're doing this right now, be patient. We'll get to it." I think that the biggest purpose is my writing and I can still do my healing through my writing. So my purpose, is healing. I think the vehicle I use to do it will change several times throughout my career. The name of my business is My favorite things.

Me: Some people realize their purpose early in their life and then go out and pursue it throughout their life, while others get an inkling of their purpose in childhood but for some reason don't pursue it until later in life. Is this something that you were always called to do?

Monica: No, for me it was definitely the latte. Actually I think when I was younger, I had more than an inkling as a child, like in elementary and middle school and I got distracted. I didn't pay much attention to it. I don't want to say that I should have, but maybe I could have. The only reason why I don't want to say that I should have, I want

of my life is trapped and that is not true. I think when I was younger, I wrote very well as a child and it surprised my mom because I was writing like a book, almost like a novel, it wasn't a story of my life or anything; I was just making characters up and a few of the storylines had adult scenes and my mom was shocked in my writing ability. But I think I was also at a stage where I didn't want to do what my parents tell me that I should do so I think that may have gotten in my head a little bit. Once I got into high school I was the overachiever and was popular academically. (However) In my senior year, I got wrapped up with boys more during my senior and college years so it took me down a whole different path. So there were a lot of things I could've done that would have made believe that writing was my purpose, but (I realize) my true purpose is to heal.

Me: What would you tell the young people today regarding pursuing their purpose? What advice would you give them?

Monica: Take risks. One thing about me is I'm not one to sit on my hands and wait to see what happens, I try it and see what happens. And if nobody is bleeding and it didn't work, then do something else. Go take risks. Give it a shot. Don't care what other people think. And whatever you're trying and it was to be the end to be all and it fails, so what? Try something else.

Me: What I tell them is that you're in great company because anyone who has

experienced success has failed; and anyone who is truly successful keeps failing, but they keep getting up.

The only way that you truly fail is when you give up or when you don't even try it. Do you have a message for those later in life 40's, 50's who are now struggling reaching toward their purpose, but now have different distractions like paying bills, taking care of families etc.

Monica: I think even outside of having responsibilities getting in their way, there just so many having thoughts that they missed an opportunity because they are not young. That was the issue I had and even now there are times I have to pluck myself from getting into that mindset.

Me: How do you do that?

Monica: By talking to myself out loud as if I'm talking to someone else. Acknowledging what I'm doing whether I'm feeling the fear or getting wrapped up in old memories or thinking I did something wrong; going to the wrong college, choosing the wrong major, (my) life would be so different. I acknowledge that I'm doing it again and Stop it. For me I have to say it out loud. I can't (just) say it in my head.

(Monica can be contacted on Facebook at www.facebook.com/thebodybutter).