

Praise for
DISRUPT-HER

"In *Disrupt-Her*, Miki Agrawal invites all us humans to reexamine the beliefs and behaviors that keep us from living a fully expressed and authentic life. If you have ever wondered how to break free of group think and be who you are, read this book.

In a world where more of us need to live in a way that adds to goodness, creativity, and innovation, this book is your guide."

— **MARK HYMAN, M.D.**, #1 *New York Times* best-selling author of *Food: What the Heck Should I Eat?* and director, Cleveland Clinic Center for Functional Medicine

"Any time a woman says to a system that doesn't work for her, for her children, for any species or for the planet, *No, no way, not gonna, I've had it—that way of doing things doesn't work for me so don't even think about asking me*, I say, 'You go girl!'

So to Miki Agrawal: 'You go girl, and please keep going!'"

— **MARIANNE WILLIAMSON**, #1 *New York Times* best-selling author of *A Return to Love*

"An important book written at an important time, *Disrupt-Her* forces us to question all that is not serving us in our own life and in the greater society. A must-read!"

— **JOHN MACKKEY**, co-founder and CEO of Whole Foods Market and author of *Conscious Capitalism* and *The Whole Foods Diet*

"I needed to read this. I needed these exact words after a year of feeling like a victim and a blamer who can't change her life or circumstances. This miracle of writing . . . is a fucking game changer."

— **STACY LONDON**, editor, activist, stylist, and former co-host of *What Not to Wear*

"This book is actually a manifesto meant for anyone who is bumping up against the edges of the typical societal mold and wondering if there's more to life. Miki shows us that if we run toward our authentic selves, indeed, there is."

— **SOPHIA BUSH**, actress and activist

"If you want to flip the bird at the Patriarchy and outdated preconceptions, and then shift into your own power, read this book."

— **RICKI LAKE**, filmmaker and co-creator of *The Business of Being Born* and *Weed the People*

"This book shifts our perspective and acts as a forcing function to question what changes we need to make in each of our lives, and how to best act with a sense of urgency."

— **HARLEY FINKELSTEIN**, COO of Shopify and Dragon from Dragons' Den

"Miki's book *Disrupt-Her* is a one-of-a-kind manifesto that takes you by the hand, energetically pulls you away from societal preconceptions, and pushes you toward a life and world of possibility and abundance where you will shout, 'YES!! I CAN DO ANYTHING!' Miki lived through all the ups and downs of being a Disrupt-her and emerges with this book and perspective of life that is vulnerable, POWERFUL, and contagious. She was born to write this book. Get it and it will change your life."

— **RADHA AGRAWAL**, founder and CEO of Daybreaker.com and author of *Belong*

"*Disrupt-Her* is a book that will upgrade your mental conditioning and help you rethink your life from top to bottom."

— **JIM KWIK**, celebrity brain coach and founder, Kwik Learning

"*Disrupt-Her* helps you rethink your belief systems, challenge your societal conditioning, and provide tools to live exactly the way you want. It will allow you to create new, up-leveling possibilities for yourself in a fun, engaging, story-driven and research-driven way. Read this book and watch your life shift for the better."

— **JACK CANFIELD**, co-author of *Chicken Soup for the Soul* and *The Success Principles*

"Miki goes straight to the truth and there is no wiggle room for any kind of excuses. Her powerful lessons are based on her personal journey as well as fact-based research, which will inspire you to want to put the book down and start acting immediately. It's a powerful, truthful fire lit directly under your ass."

— **SUZY BATIZ**, founder and CEO, Poo-Pourri and Supernatural

"If you want to shift away from societal conditioning and shift into your authentic power, read this book. As a female CEO and founder, I found this book truly inspiring and it moved me into high gear with my own creativity and projects."

— **LAYLA MARTIN**, #1 conscious sexuality expert

"As a societal-norm-buster too, I really relate to this book because it forces everyone to rethink all of their old belief patterns and gives them the room to create their own fresh perspective. Highly recommend!"

— **ASA AKIRA**, award-winning porn star, author of *Insatiable*, and popular podcaster

"In an era where leadership inspired from the femme archetype is needed more than ever, *Disrupt-Her* comes at the perfect time, inspiring us to question problematic societal norms, deconstruct archaic social stigmas, and prioritize how to come as our most authentic selves."

— **MADAME GANDHI**, musician/activist

"*Disrupt-Her* is a perfectly timed and wildly bold call to arms. To all fellow builders and earth shakers: please run, grab your gumpion, and consume this book!"

— **LAUREN HANDEL ZANDER**, author of *Maybe It's You* and co-founder and chairwoman, Handel Group

A NOTE TO YOU

By opening this book, you are opening yourself up to disrupting much of what you believe to be “true” in the world so you can live your most vibrant, strong, actualized, lit-up life ever. Congratulations for taking this big, courageous step.

A NOTE TO MEN

Disrupt-Her has “Her” in it, implying it’s written for women only, but “he” is within “her,” much like “man” is within “woman.”

The Bible speaks of “man,” Aristotle writes about “man,” and even Viktor Frankl wrote *Man’s Search for Meaning*, yet women read those texts too, don’t they? So why can’t we say “her” and “woman” and have men read it too? We can.

This book *was* written by a woman, for women, but it’s meant to be read by all humans. So when I refer to “her,” it does include YOU too, if you so choose.

dictionary
inflection
↓
wom·an

wo·man
↑
inclusive
inflection

**NO MATTER
WHO YOU ARE,
PLEASE READ
FROM AN OPEN,
SELF-INQUIRING
PERSPECTIVE.**

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INTRODUCTION

If you're content with the socially acceptable version of "her," stop reading here.

You know who I mean. The her that is bound by convention.

The her that has to get serious to "be trustworthy," the her that has to accumulate stuff to "be trendy," the her that has to pick a single career path to "be stable," the her that doesn't talk about money out loud to "be tasteful," the her that has to look and sound perfect to "be accepted," the her that has to complain-slash-gossip to "be relevant," the her that hates on other hers to "be on top," the her that doesn't take risks to "be successful," the her that has to follow traditional relationship structures to "be modest," the her that doesn't go deep within herself or with others to "be safe."

She walks a tight rope. She is all too familiar.

This book is a detective. It explores how and why this "her" came to be. Why should we imitate a "her" we never agreed to, a "her" manufactured from outdated conditioning?

Inside these pages, we'll disrupt every single notion of her-ness. We'll toss out any "shouldn'ts," "don'ts," and "not allowed."

Imagine building "her" from scratch, based on our TRUE desires and values!

Why follow an inauthentic, suppressed life to live inside someone else's truth?

Instead, we can create the most disruptive, vibrant, joyful, self-expressed TRUTHFUL life, filled with love, purpose, abundance, and intention.

WE GOT THIS!

This book is that roadmap to your highest self.

WHY ELSE WILL THIS BOOK BE WORTH YOUR TIME?

In *Into the Wild*, author Jon Krakauer quotes Christopher McCandless, the wilderness adventurer he profiles, as writing:

So many people live within unhappy circumstances and yet will not take the initiative to change their situation because they are conditioned to a life of security, conformity, and conservatism, all of which may appear to give one peace of mind, but in reality nothing is more damaging to the adventurous spirit within a [wo]man than a secure future.

Doesn't the thought of living a life of conformity terrify you? Conforming to what? To whom? And "conservatism"? Conserving ourselves for what? We have been taught that life is hard and often scary, and so our lives become about avoiding risk, hiding our fears, and conserving ourselves from "clear and present dangers" that exist only in our minds. Yes, living a safe, obvious life may save us from a few scratches, but it certainly won't help us live our most actualized, lit-up lives either. Women especially often don't initiate change when we're unhappy because we've been programmed to be obedient, compliant, and conformist.

This is all about to change.

Right now.

You are about to walk away with 13 major disruptions in your personal and professional life that can light you up, put a lasting pep and purpose in your step, and have genuine, transformative, positive effects on everything you do. Each chapter will begin with a common belief that is currently “accepted by society,” and these will be disrupted one by one.

There will also be questions at the end of every chapter that will give you the opportunity to apply what you’ve just read to your own circumstances, so you can produce real-world results.

WHY DID I CHOOSE 13 DISRUPTIONS?

I chose 13 because who decided 13 was an unlucky number? Is it unlucky because there are some centuries-old biblical references that may or may not even say it’s unlucky? Because women menstruate 13 times a year? Because a witches’ coven has 13 members?

These are all arbitrary, old stories that many still choose to believe. According to the Otis Elevator Company, 85 percent of elevators in the U.S. omit the 13th floor. Really?! In Italy, 13 is a lucky number. In China, 4 is the unlucky number. It’s all about what people choose to believe.

So it’s time we truly question everything in our lives, and if the things we were taught to believe don’t serve our higher selves, even if societally accepted as “truth,” we can choose to disrupt them.

WHY YOU WILL HAVE FUN READING THIS BOOK

Since I recently had my baby, Hiro, I’ve been getting a lot of children’s books as gifts. As I read through them and giggled at the fun(ny) pictures and big, silly letters, it hit me. Why do most “adult” books (not counting coffee-table books) have few to no

pictures in them, and why are most of them so damn serious? Sixty-five percent of humans are visual learners, and yet barely any business books or self-help books have pictures. Think about how much you remember of each book you read (if you even get through the whole thing). Very little, right? You have to flip through the book again and find your underlined sections to recall the details. Wouldn't it be so much more engaging if all the books you read had pictures in them?

So to make this book WAY more fun, to invite in the creative mind, and to disrupt how "adult" books are written, I drew pictures throughout the book so you can remember the disruptions visually and kinesthetically (you'll understand what I mean when you get there). By taking a physical action at the end of every chapter, you will not only have a fun way to remember what you learned, but you will also flex your reflexive muscles in a real, tangible action. And then hopefully you'll start to take more inspired action in all parts of your life.

P.S. The non-disruptive part of me would have stated that I am not an "illustrator," but the Disrupt-Her in me challenged myself to draw all of the illustrations in this book and so I did.

SO . . . WHAT IS A DISRUPTER?

The word *disrupter* has had a negative connotation in society ever since the English language gave it a definition. Synonyms you will find are "anarchist," "troublemaker," "malcontent," "rebel," "instigator"—these have all been mostly used to define the "bad guys" in media or in culture.

In fact, the literal definition of "disrupt" is "to destroy temporarily" or "to break apart" or "to throw in turmoil or disorder" or "to interrupt."

But what if you read the word disrupter and its synonyms with a smile on your face? (Try it!) What if you read them from the perspective of important, positive, forward-thinking change? What if it was purposeful disruption? Without the breaking-apart / interrupting / throwing-into-turmoil mentality, progress will never happen.

*Change the status quo
or become it.*

— MARK SHAYLER

“DISRUPT-HER” DEFINED

A Disrupt-Her questions everything in her own life, in culture, and in society to ensure that she is maximizing her life experiences before it’s all over like a flash in the pan.

A Disrupt-Her understands that there are only about 21,000 days to live from the point when we graduate college (usually at around 22 years old) to the point when we die (around the average age of 80), and she deeply gets that time is the most nonrenewable resource we have. Thus, she is laser focused on creating the most value for herself, her community, and the world while she is here for said short amount of time. Like Thoreau, she wants to “live deep and suck out all the marrow of life.”

Before turning the
page,

PRESS HERE



to eliminate all self-
judgment + judgment
of others.

SURPRISE!

BEFORE WE GET TO THE 13 DISRUPTIONS IN YOUR LIFE ...



Meet **RB the rubber band!** She is ready to wake up now. (You can either buy a white rubber band anywhere online or you can get one at Disrupther.co.) She asks that you put her on your **RIGHT WRIST** to give you extra confidence that you made the **RIGHT DECISION** in wanting to disrupt your life in the most positive, daring way possible.

Going cold turkey on judging ourselves and others is **HARD**, and your current self will fight hard to avoid change and might think with an eye roll, *I'm too old for this rubber band kid shit*, but RB will be your loving **ACCOUNTABILIBUDDY** and will help you laugh through this journey. Her full name is **ARE-BE (RB for short!)** and she is here to help you assess who you **ARE** today, figure out what you believe in, both personally and professionally, question why you believe those things, and stay accountable to who you want to **BE** moving forward in all aspects of your life.

She will be the one asking you to do things at the end of each chapter, so say hello to your new imaginary best friend! Have fun!

