

Jason Frishman Client Case Study Deep Dive

Dharma J Pugliese: Hello, everybody, and welcome. This is Dharma J Pugliese from The Holistic School of Business, and I have the distinct honor today of welcoming Jason Frishman, who is going to be sharing his story as a client in our ***Rapid Client Enrollment Program***. Thank you so much for being here today, Jason.

Jason Frishman: Well, thank you. It's an honor.

Dharma J Pugliese: Awesome. Why don't we just get started by sharing a little bit about yourself, in particular, your company and the work that you do?

Jason Frishman: Excellent. Thanks. Currently I'm a psychologist and a chef and a storyteller, and all of those things rolled into one are what I am offering to families. So I'm currently working as a psychotherapist in Burlington, and I've developed a company called "Nourished Connections" where we guide families toward meaningful and sustainable bonding connected moments through intentional values-based food traditions, and one of the things that we're looking to do is really support families in this kind of thing.

Dharma J Pugliese: Excellent. So tell me, Jason, what was the problem that you were facing that inspired you to enroll in our program?

Jason Frishman: That's a great question because I found the program exactly when I hit the wall of this problem, which was I had lots of ideas, I had lots of practice doing it in my office, and I truly had very little idea how to make it happen as a business outside of my therapy office. So the real problem was turning it into a business of my own as opposed to a fee-per-session clientele-based issue.

Dharma J Pugliese: So you had lots of ideas that you had been cultivating for a number of years about...

Jason Frishman: Decades.

Dharma J Pugliese: Decades! Wow.

Jason Frishman: Yeah.

Dharma J Pugliese: And it sounds like this was kind of bottled up inside of you and you didn't really know how to unpack it. And what did you discover when you—well, first of all, before we even go there, how were you feeling about this? What was it like inside?

Jason Frishman: Oh, goodness, I think you said, or I heard “bottled up,” I mean, I think that's one way to put it. Another is I felt like my bags were packed, but I didn't know where to go.

Dharma J Pugliese: Right, yeah.

Jason Frishman: It was an amazing intensity because I had something I wanted to bring to the world. I had something that I think—I know—can be immensely helpful. I've seen it with my clients. I've seen it with my friends. And I wasn't able to find a way to, both, get it out there, and secondly, equally important, make a living at it.

So yeah, it's feeling bottled up and feeling ready to do it, and I think I said to you in our very first conversation, feeling like I'm on a precipice and don't know where to step next.

Dharma J Pugliese: Right. And I've been there. That's how I know how it feels to have that kind of bottled-up feeling. It's like, “Oh, my God.” It's like a bottle of champagne and shaking it up and you're just like, “What do I do?” And somehow we got to figure out how to pop the cork off of it.

Jason Frishman: Absolutely.

Dharma J Pugliese: Yeah.

Jason Frishman: I mean, yeah, absolutely.

Dharma J Pugliese: Yeah. So then you had a call with me, and then what happened?

Jason Frishman: Well, I think that first call was pretty wild because I was actually in this office, and by the end of the call, sitting down on my own couch, and, truly, a sense of me saying, "Oh, someone has actually heard and validated that this is a direction; like you can go here." I think I got the materials that you sent about getting started, and like that first packet helped me start to hone in and verify where I wanted to go with this model.

Dharma J Pugliese: So the first lesson that we sent to you as soon as you enrolled? Before you've even had your first class or anything?

Jason Frishman: Yeah, but I want to say that I don't even know if it was the lesson. I think it was the intake packet.

Dharma J Pugliese: Right.

Jason Frishman: It's not even part of the lesson, but it almost felt like it was. It's like just the registration form help me to start clarify and it's only your form.

I hadn't sat and intensely thought this way. It was extensively everywhere I went, I thought of things, and having to sit down and really be intentional about it, it really got me forward with it.

Dharma J Pugliese: Yeah. So you started feeling like things were more intentional, things started popping, right?

Jason Frishman: Yeah, right.

Dharma J Pugliese: I love that analogy. So what was happening as things were popping? What types of things were popping?

Jason Frishman: Well, goodness. I mean, on so many levels. I mean, one level, I can honestly say that it has impacted the way I do therapy. I've had this sort of courage and confidence to actually use my own system as a therapeutic tool and as a therapeutic perspective as opposed to shyly doing it behind another perspective that I learned in school.

Dharma J Pugliese: Right, yeah.

Jason Frishman: So what I do with my clients is what I do.

Dharma J Pugliese: And you have a Doctorate level too, right?

Jason Frishman: Oh, absolutely, yeah. I have a Master's degree and a Doctorate degree, and I wrote both of them on this model.

Dharma J Pugliese: Oh.

Jason Frishman: And I got my Master's degree in 1998.

Dharma J Pugliese: Wow.

Jason Frishman: When I said decades, I was not kidding.

Dharma J Pugliese: Yeah. And so...

Jason Frishman: I've been validating and thinking this through for 20 years.

Dharma J Pugliese: Wow. That sounds really powerful. So how did the training in the ***Rapid Client Enrollment Program*** help to impact the way that you work with clients in the therapeutic environment?

Jason Frishman: Well, simply stated, I think it was being intentional, focused, and clear.

And part of my training is I don't use a lot of manualized treatment. That's something that is part of the narrative therapy training. As a result of that, a secondary byproduct of that, is that I'm a little skeptical of systems. And yet because of where I needed to go, I said, "I'm going to listen. I'm going all in," and a big part of the program, the ***Rapid Client Enrollment Program*** was making a system. And so when I did that, all of a sudden my sessions were more organized. The movement and the goal setting and the goal approaching with my clients is more directed, and in some ways, that is not the same kind of therapy that I had done before, and yet, for many of my clients, they saw a lot of movement that we no longer hit on.

Dharma J Pugliese: Wow! So what you're explaining is actually really deeply touching to myself, because I get this kind of feedback quite often. This is obviously a business building program, but the benefits of the process tend to expand well beyond just the business. So I describe this often as an accelerated learning program, even beyond the Master's program, and you're at a Doctorate level, so this helps it even shape yourself at a Doctorate level in terms of how you work with your clients.

Jason Frishman: Oh, absolutely.

Dharma J Pugliese: So let's just go back just a moment. You mentioned that before you had all these ideas that had been kind of floating around, but you weren't sure how to unpack them for decades. So you enrolled in this program and things started to shift, but before you enrolled, how was that impacting your life, having these challenges?

Jason Frishman: Well, I mean, I think the challenge of not intentionally unpacking my own ideas and thoughts in an organized and clear way, it meant that things didn't get done. It meant that things got dropped.

Dharma J Pugliese: Yeah.

Jason Frishman: And I am, and have been, someone who starts a wonderful thing and then kind of hopes. And part of my system is the cycle of an adventure. I have a friend who I work with who teases me, he said, "You're really good at preparing for events." And I think through working with the program, I've moved from preparing to being on the journey and learning to clean off my equipment afterwards, you know?

Dharma J Pugliese: Yeah. Wow. So things weren't getting done. You had been literally, it sounds like, stuck for decades, not sure how to lay this out and what to do. You had all these amazing ideas, creative ideas, and then what I'm hearing you say is you enrolled in our program, things started to pop, you felt inspired. And then what happened after things started to pop? Where did we go from there, and what was your process from there?

Jason Frishman: Oh, goodness. I'm still in it, which is wonderful, but like I said, the work with my clients has skyrocketed. It's like we are going places, and really like reaching places with client work that has been deeper and more forward-moving than I've had in years.

And then personally, I've really adopted a very different lifestyle. I'm committed to using the program and the system that I have created for myself. I'm committed to talking about it with other people as much as they would like, but it's kind of who I am.

Dharma J Pugliese: It's who you are. Wow!

Jason Frishman: So now, it's a matter of like I follow my own journey in a way that . . . it's a compass for it; it shows me where my true North is.

Dharma J Pugliese: Wow!

Jason Frishman: Yeah. So being forced to say, "Yes, here's how. First, before you can go through this system, you need a map. Here's how you build the map. Oh, and here's how you read the map. Oh, and this is the first thing, second thing, and third thing to do." Like that for me was always like, "Oh, just drop me in the woods and I'll find out what I need to do," and that is great to a point, and I went far beyond that point.

Dharma J Pugliese: Wow. So it sounds like the program kind of showed you a map. It showed you a way out of these feelings of being stuck, and then, all of a sudden, you also really found new ways to relate to your clients, new ways to work with yourself. It seems like things just really opened up for you, so that's incredible. Congratulations.

Jason Frishman: Yeah, I mean, even with my family. I mean, they laugh at how often I say things like "journey" and "adventure" and "traditions" and "rituals," and they laugh at that, but also they're along for the ride.

Dharma J Pugliese: Yeah. So let's get into a little bit of the nuts and bolts about how this happened for you in the program. I think this would be helpful for people to really understand how it works.

Jason Frishman: Yeah.

Dharma J Pugliese: So really, in the very first lesson, we kind of do a deep dive into clarifying your target market and your niche. So what was that experience like for you, and what you went through in terms of the online lessons, in terms of the Masterclasses? How did these pieces work together, and where did they ultimately take you in your process?

Jason Frishman: Okay, yeah. I think the process of first going through the videos and doing the exercises, which had to be, like that was the piece that was really important, not just watching it, not just sort of writing things down, but really taking the time. I had to set aside time and really do that work. I think that was really important, and it was on me.

And so after doing that, then showing up to the Masterclass, it became incredibly rich, because then I could be more attentive. I could take more in and be sort of like, "All right, I've already packed, now I'm there and I have to use those things that I brought."

So the idea of being at the Masterclass, it was something that I could integrate the information that we got from the videos. And then, wonderfully, was a lot of the Masterclasses, we had some chats going on the side, which is really lovely to like give a sort of meta story to the story of the Masterclass, which was a deeper working of the video. That made it great.

And then we took it to Facebook. There were so many open group messages, but then even private messages I got, and that I gave, where someone would say

something that they were working on and I happened to know something about it so I could send that along.

So I won't forget that there was one—and this is a logistic piece, which is wonderful—early on when I was having struggles with target market and niche, and really (because I think everyone can benefit from what we're doing here) the push to really say, "Right, but who is this good for, and who do you want to work with, and who do you see this being appropriate and useful for?" I was struggling with that quite a bit. And one of the other members of the group, who we hadn't really connected before at all, sent me a message that was incredibly powerful. It was a suggestion. It was a personal story about something that I said that had perked her and so in that one message I jumped ahead in knowing, "Okay, I know who I want to work with."

Dharma J Pugliese: Wow.

Jason Frishman: And that was a direct piece of packing my bags, going to a Masterclass, talking about it there, then posting something on it. It all worked together really quite well.

Dharma J Pugliese: Awesome. So it sounds like the community piece was really valuable to you and you made some friends on the program. Can you share a little bit more about that?

Jason Frishman: Oh, immensely, yeah. I mean, a number of people we are continuing to check in over Facebook, and specifically, there are a couple of people who we have ongoing, weekly and more than once a week, sort of support meetings where we continue to talk to one another and share each other's work and support each other. And that had gotten to become also personal support because if I have to miss a meeting for something going on in my life, I'll tell them why, and I'm comfortable with that.

Dharma J Pugliese: Right.

Jason Frishman: Yeah.

Dharma J Pugliese: Awesome.

Jason Frishman: The community at this time has become really powerful for me, particularly with the common language that we were able to use from the Masterclasses. So if you heard us talking, someone who's not in the Masterclass might not fully understand all the acronyms and the things we're talking about, but we do, and having, I think, a private language is very powerful.

Dharma J Pugliese: Yeah. Well, you dove in deep, and these deeper transformations they happen only when people like yourself show up and do the real work, right?

Jason Frishman: Absolutely.

Dharma J Pugliese: Yeah. So you showed up and you did the work and you got clear on your target market, your niche, right off at the beginning. It took some deep inquiry. For a lot of us, it does, because it's a different way of thinking about our work for many people. It really requires us to hone in on "Well, this is who I serve. This is what I offer them." And to really clarify that in a genuine way that's in alignment with one's life purpose, like Jason here did, that's some deep inquiry because you really have to get to know ourselves in a much deeper way. And you showed up and did that, you got clear about your market and your niche, and then you went on from there to design a high-end signature program. You designed a premium program for yourself and for your business. Tell me about that.

Jason Frishman: The designing or the actual program, what do you want to hear about?

Dharma J Pugliese: Well, I'm interested in both.

Jason Frishman: Okay.

Dharma J Pugliese: And I want to be mindful of the time because we only have about ten minutes, and I know you have an appointment in ten minutes. I mean, maybe like the brief version of your process. Well, for starters, ultimately, where did you land? Who is your target market and niche, and then what is the signature program? What was your process for getting there?

Jason Frishman: Sure. I mean, even at this moment, I want to say, "Well, everyone!" but I know that's not true.

So who I am targeting and who I really believe will benefit from this are families with young children, and I want to be brief with that because part of this system is we go really deep into specifics, and I will say that they're families with young children who are engaged with their kids on a very deep level who are interested parenting methods, who are interested in the education and socialization of their children, and who are really interested in creating meaningful moments with their kids, who are willing and wanting to be there, to be present with their children.

Dharma J Pugliese: Wow. Excellent.

Jason Frishman: Yeah. Really, I find that, that is the group of people whom I enjoy spending time with, whom I spend a lot of time thinking about, and whom I think with this type of work can be incredibly powerful.

And so the work, the system, is really how to create these lifetime bonds and connections through meaningful experiences, and the meaningful experiences that I enjoy teaching people is how to have and create values-based food traditions.

So we talk about how in the system, which is through the Nourish Connections Program, there's a 6-step system on how to identify values and successes and challenges to being with your family in the moment. And we also teach how in the moment stories help develop a personal narrative and a family narrative that can be lifelong. And so when families have meals together or when they have seasonal celebrations together, or when—one of my favorite things is that every fall our family makes a year's worth of sauerkraut together, or at least we have in the past. We've fallen from it, and we're getting back to it.

But when we cook together and when we clean together and when we talk about how we sustain and nurture ourselves, that creates a lifelong narrative that enhances and enables meaningful connections between people, which I believe is what certain families really crave.

Dharma J Pugliese: Wow. So what I'm hearing you say is that you developed a program that helps families basically transform their family life; the way they think about their family, the stories that they create for their family. It helps them to, basically, bond in a deeper way and live a healthier, happier life together.

Jason Frishman: Yes, they first identify their core values, their core family values, and then enact them, which is transformative.

Dharma J Pugliese: Wow.

Jason Frishman: Absolutely.

Dharma J Pugliese: Wow, that's profound.

So you've taken decades of hard work and decades of thinking and really processing through and not being really sure how to put this out into the world, and then you came into our program and within a couple of months, you got clear

about how to package and price, not only create the program itself, so you developed the program, and you also figured out how to package and price your program for a premium high-end offer, so that—and you mentioned this before we got on the call—so you can transition from seeing one-on-one clients in your counseling practice, and ultimately, do this work full time.

Jason Frishman: That's the goal, yeah.

Dharma J Pugliese: That's the goal.

Jason Frishman: Absolutely.

Dharma J Pugliese: Excellent.

Jason Frishman: And I see it. I know the path and I have a map to get there and I'm on it.

Dharma J Pugliese: So you've basically developed a path, you have the framework for doing this now?

Jason Frishman: Absolutely, it's pretty clear.

Dharma J Pugliese: Wow.

Jason Frishman: Yeah.

Dharma J Pugliese: Wow, so that, from this end to hear, that really is profound. It touches me. I just want to say you're amazing and I want to acknowledge you for showing up and doing all the great work that you've done in this program. It's really, really powerful.

Not only has it helped you to reshape yourself professionally, but also it sounds like it's touched your life on all levels.

Jason Frishman: Oh, absolutely. In many ways, it allowed me to live the program that I was developing.

Dharma J Pugliese: So you're living the program that you have developed?

Jason Frishman: Absolutely.

Dharma J Pugliese: Excellent. Wow. I mean, it sounds healing.

Jason Frishman: On many levels, it is.

Dharma J Pugliese: Yes. So, healing on many levels. Wow. So if you were to bring all of this together and describe what you think has been most beneficial about this program, how would you frame that?

Jason Frishman: Well, I think it would be the intentional and focused community work. So I tried to be terse in the description, but the idea that there was structure and there was structured content that had sort of has a "We are moving. We are doing it." You had to show up, you had to do the work, and so the structured content with a group a people who are all doing it together, and so the group process becomes the cushion or the support for doing hard work.

Dharma J Pugliese: Awesome. And you did the work so you got the results. And what message would you give to someone who might be thinking about enrolling in this program?

Jason Frishman: Show up.

Dharma J Pugliese: Show up.

Jason Frishman: Yeah, just really show up. I think the biggest thing for me was just getting over the resistance I have to manualized, systemalized treatments and realizing that this is, while they're maybe the same words of systems and things like that, it's very different. And so for me, I had to let go of that and dive right in. And so understanding what might be holding someone back and showing up.

Dharma J Pugliese: So show up.

Jason Frishman: Yeah.

Dharma J Pugliese: So show up, people, show up! If you haven't signed up yet, sign up, book a call. It is the call that can change your life, literally. These are all tried and true principles and practices, and Jason is living proof. He showed up, he did the work, and as he has very graciously shared with me and with you today, when you show up and do the work, you can change your life in all sorts of ways that you might not anticipate in advance.

So Jason, is there anything else, at all, that you would like to add?

Jason Frishman: Well, I mean, I would just say thank you to you and to everyone in our group, because I really feel like it has been transformative in a way that you can show up—in the language of narrative therapy—as my most preferred self, and really, I appreciate it and I'm very grateful.

Dharma J Pugliese: Well, thank you, Jason, and I too am grateful. I'm really grateful that you showed up for this interview today and that you shared your story. It means a lot to me and hopefully for those of you who are watching from home. So thank you everybody for watching. Thank you again, Jason, and have a beautiful day, everyone.



Jason Frishman: Take care.

Dharma J Pugliese: Bye for now.

Jason Frishman: Bye now.