



EXECUTIVE SUMMARY

Fred Johnson, Sound Sculpturer
www.Frejon.org

Highlights:

- The power of our words has a profound effect on how we live, our health & well-being, and our ability to serve the world.
- Diagnosed with cancer in mid-30's & had to learn to focus on himself & didn't know how. His career was in entertaining, making other people happy.
- During that time of reflection he had to learn how to live a purposeful life, to get past the battle between what he should do and what he wants to do.
- Began his life work in the power of words and the frequency and vibration of how we think and speak in our lives to set patterns for health & well-being.
- Crowning achievement is being a good present dad. Kids can be our best teachers. The enthusiasm of life itself is encapsulated in our children.
- Another crowning achievement was developing programs at Tampa Bay Performing Arts Center designed to empower communities through the arts. Gave people the power to have their voices heard. Developed a model for how do you take art and make it a real part of life.
- Biggest mistake was taking too long to understand how to communicate without being in the room together. Didn't understand the importance of technology and the internet. Came from the tradition of performing & teaching live, having energy in the room.
- Hearing something sung to you after it's spoken pours it into you in a different way. It combines hearing it and feeling it. Many indigenous cultures passed on their stories by singing them.
- Ideal clients are speakers/trainers/workshop presenters, both working 1 on 1 during their preparation to understand the power of their words, and to provide the singing summary or follow up to the spoken teaching.
- His sense of rhythm comes both from traditional African rhythms & from growing up in jazz improvisation. The space in between your thoughts or notes is where all the universe abides.
- Jack Canfield was an important teacher. Fred learned to take his teaching from community & faith-based organizations and into the business community. Took the 'what' into the 'how' and gave him a platform to broaden his reach.
- He starts each day celebrating life, in gratitude for being on a journey with unlimited possibilities, then spending time walking to get the body, mind, and spirit working together.



- Each day he works on 'getting out of the way,' finding spontaneous and out of the box solutions for opportunities, then creating networks and building contacts.
- End the day re-connecting with family, and also in gratitude and preparation for what you intend to do the next day. The alpha state just before sleep is very important time to visualize, give thanks, and prepare for the next day.

Top 3 Takeaways:

- ALEX:**
1. Entrepreneurship comes in many forms, including giving. An entrepreneur undertakes or 'comes between' and matches the message with the market, or the sender and the receiver.
 2. You don't have to give what you don't have. If you don't have money, you have other things to give -- your time, your spirit, your talent, your smile.
 3. Musical interpretation is more about the space between the notes than the notes themselves. It comes out differently for every artist.
- FRED:**
1. Start with honoring and loving yourself as a foundation to live abundantly in all areas of your life
 2. We were created to manifest and create in the world magnificent things -- personally, in community, and globally.
 3. Giving and serving magnifies your ability to recognize all that you can do, it attracts like-minded people to expand your network, and helps you re-focus when you get too full of yourself.