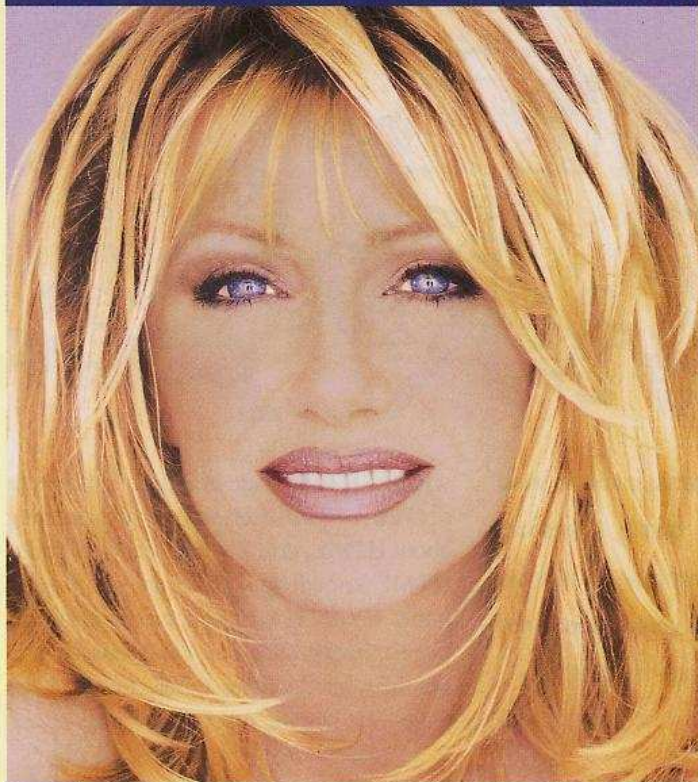


# Mastering

# Her Destiny

By Sean P. Egen



If you think Suzanne Somers can be summed up as Chrissy, the ditzy blond she played on *Three's Company*, think again. Over the past three decades, she's gone from '70s sitcom icon to diet/fitness guru to best-selling author (seven books and counting). Her savvy marketing of ThighMaster personal fitness products and her own line of jewelry on the Home Shopping Network ([www.hsn.com](http://www.hsn.com)) recently earned her *Marketer of the Year* honors from one marketing magazine. Busy co-hosting CBS's *Candid Camera*, she still finds time to tour with her nightclub act and lecture on substance abuse for the Suzanne Somers Institute for the Effects of Addiction on Families. And soon you'll be able to get just about anything "Suzanne" at [SuzanneSomers.com](http://SuzanneSomers.com) ([www.suzannesomers.com](http://www.suzannesomers.com)).

We spoke with the multifaceted Somers about success, marketing, and her Web site.

**bLink:** You've said that Chrissy "wasn't dumb, she just had a circuitous route to logic." Has your own career taken a circuitous route?

**SS:** Yeah. Everything has come as a result of prior experience. I was let go from *Three's Company* prematurely. It was a very painful experience for me... But what was great about it was that I had to sit down and do some serious soul searching... It forced us [she and husband Alan] to reinvent my career and how we were going to approach it.

**bLink:** What's your secret for getting through the tough times?

**SS:** Because of my early troubles in my life, and having so much therapy early on to unscrew the damage that had been done to me emotionally and psychologically, I think what happened was I got to be in really great shape emotionally and psychologically. So here I am at this age where most everyone I know is having a midlife crisis and I'm thinking, I'm not—I'm happy. I love my life.

I tried playing by the rules when I first started and I ended up bumped on the side of the road. What I realized is that there are no rules. Just follow what you think is organically right for you.

**bLink:** How'd you become such an effective marketer?

**SS:** It came out of seeing the long range—knowing that I couldn't keep up the pace that I was keeping on a physical level. Knowing that I needed to have some other way to bring money in if I wanted to continue the lifestyle I've come to enjoy; having an integrity about the products—I can't and won't sell anything I don't love and believe in—using all of the products myself, and then being the front person that says "I use it, it's working—it'll work for you."

**bLink:** How involved are you in developing your products?

**SS:** Everything I find is usually because I need it right then. When I find something that works, that's when I turn the public on to it.

**bLink:** What are your plans for *SuzanneSomers.com*?

**SS:** Come January, you can buy Torso Tracks, FaceMasters, my complete jewelry line, my sugar [she's introducing a new line of sugarless sweetener]... Every day there'll be an inspirational page from my book, *365 Ways to Change Your Life*, and a new "Somersize" recipe—to give people reasons to keep coming back.

**bLink:** Where would you like to focus your attention in the future?

**SS:** It's really hard to know. I now realize that life is a journey you can't plan. I know for sure that I have three more books to write... I want to do another series. I meet once a week with two writers who are writing me a one-woman Broadway show based upon my life and looking at it with a self-deprecating eye.

**bLink:** If you were stranded on a desert island and you could only take one piece of your fitness equipment, which would it be?

**SS:** The FaceMaster. I could lift rocks for weights, do push-ups, do sit-ups and crunches, swim every day—I could get all the exercise I wanted. But there's no way to exercise your face.

**bLink:** You wrote, "My goal in life is to become the person my dog thinks I am." Have you gotten there?

**SS:** [Laughs] I'll never be that good. But it's certainly something to strive for. ☺

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