



# **Thought Leaders, Visionaries & Influencers Vol 3**

***Explode Your Self Help, Personal Development,  
Wellness & Holistic Business  
in this Powerful New Decade!***

**Ronnie Swais, Adele Spraggon,  
Fatima Omar, Ron Brough, Ron Finlay,  
Marlon Shaw, Rosa Lokaisingh,  
Paul Litwack, Liz Jakoi,  
Angela Shim, Dianne Ojar, Kate Unger,  
Justyna St James, Cheryl Ivaniski,  
Shiraz Baboo, Mickey Burns**

# ***Table of Contents***

**Adele Spraggon**

**Angela Shim**

**Marlon Shaw**

**Liz Jakoi**

**Fatima Omar Khamissa**

**Ron Brough**

**Ron Finlay**

**Dianne Ojar**

**Justyna St James**

**Cheryl Ivaniski**

**kate Unger**

**Shiraz**

**Mickey Burns**

**Rosa Lokaisingh**

**Paul Litwack**

© 2020 Norma Swais At Face Value Media / A Beautiful Life Magazine

No part of this Magazine may be reproduced in whole or in part without written permission of the publisher.

The information in this Magazine is for information purposes only. At Face Value Media assumes no liability or responsibility for any inaccurate, delayed or incomplete information, nor for any actions taken in reliance thereon. The information contained about each topic, individual, event or organization has been provided by such individual, event organizers or organization without verification by us.

The opinion expressed in each article is the opinion of its author and does not necessarily reflect the opinion of At Face Value Media. Therefore, At Face Value Media is not liable or responsible for the opinion expressed in such articles.

# Ronnie Swais



**Ronnie Swais**

**Exec Publisher, *A Beautiful Life Magazine***  
**Exec Producer, *abeautifullifemagazine.com***  
**Host, *A Beautiful Life Podcast***  
**Exec Producer, *LifeCon™, LifeCon PRO Online***  
**ronnie@atfacevalue.ca**

---

**Join our A Beautiful Life Writers Collective**

**We are Holistic Healers, Wellness Practitioners & Self  
Help Professionals coming together to bring Hope,  
Healing & Guidance through the written word.  
Together we can help others navigate this powerful  
new decade.**

**link**

<https://www.abeautifullifemagazine.com/abl-writers-collective>

# **Calling all Changemakers, Rulebreakers, & Innovators: Here is How to Tap Into Your Inner Genius**

## **Adele Spraggon**



Let's begin with a surprising fact. Tucked inside of you is everything that you have ever seen, heard, tasted, smelled, touched! Wow! That's pretty mind-blowing, isn't it?

If you interviewed all the people you know, including yourself, and recorded everybody's recalled collective knowledge, there would still be more knowledge within you alone than all of that put together.

But most of this knowledge is inaccessible. To tap into this vast warehouse of stored data, you need to know how to unlock it.

And then ... just imagine how much success you will have. What will you create? What problems will you solve once you unlock this knowledge? Most people miss out on the richness of their potential because they are not taught how to do this.

To be honest, I believe that most people go through life oblivious to the genius that is locked inside the unconscious.

Sure it happens once in a while, such as when you have those delightful flashes of insight that take you by surprise, but for most people, how to do this consciously whenever you want, is a mystery.

Why is that?

Well, the reason has a lot to do with the difference between your conscious mind and your unconscious mind.

Hang on a second. Did I jump ahead?

Are you aware that you don't have one mind? You have two.

Your conscious, rational mind provides you with answers to problems -- some of which work and some of which hold you back and keep you stuck.

But that is only one part of your brain. The other part, the unconscious, is where the GOLD lies.

It operates behind the scenes, giving us only rare glimpses into what it is up to, even though it is always up to something.

What is it up to, you ask? Well, here's a clue.

This was a study done by Norman Maier, which Malcolm Gladwell writes about in his book Blink.

Norman Maier did an experiment where he attached two ropes to the ceiling, far enough apart that if you held onto one of them, you couldn't reach the other.

He then placed a bunch of objects in the room. Everyone who entered the room was instructed to discover all the possible ways these two ropes could be tied together. They were each told that there are four possible solutions:

Almost every participant came up with the first three solutions relatively quickly.

Solution 1: Anchor one rope to a chair. Go and get the other rope and bring it to the first rope.

Solution 2: Extend one rope by tying another rope (extension cord or similar object) to it and then bring the first rope to the second.

Solution 3: Use a long object such as a pole to hook the first rope and pull it towards the other.

The fourth solution proved to be more difficult.

Maier waited 10 minutes as people struggled to come up with this fourth solution, before casually walking past one of the rope and gently brushing up against it, which caused it to sway ever so slightly.

He then stepped back and waited. Immediately, almost everyone jumped in with solution 4, which is to start one rope swinging, run and get the other rope and then catch the first rope as it moves in your direction.

What's fascinating about this experiment is what came next. Maier then asked each participant, "How did you come up with the idea to swing the rope?"

Only one person gave the right answer, "because you brushed past it",

... the rest came up with reasons such as, "It just dawned on me", "I heard about it in a physics class" or, "after thinking about it for so long, it seemed like the last option available".

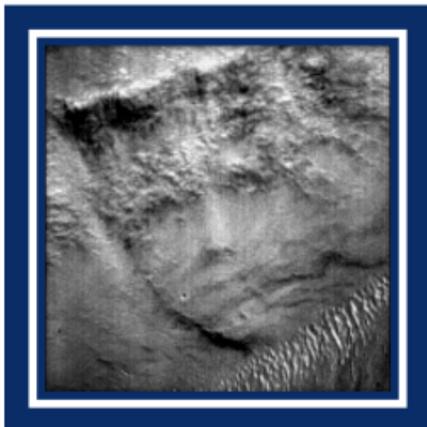
What happened? Why didn't they all recognize that it was because Maier had brushed past one, and set it in motion? Were they lying?

No, not at all. The answer is more mysterious than that.

You see, your conscious mind is responsible for taking the information provided by the unconscious, and filtering it into beliefs you can use.

It does this by creating patterns.

Later in this chapter, we will explain why patterns resulted in one person acknowledged Maier's hint, while most people did not. But first, do you want to experience your brain doing this? Check this out.



Do you see a face?



A monkey?



A parrot? Heehee... Look again.

What do you see when you look at these three pictures?

Do you see a face? A monkey?

A parrot? Heehee... Look again.

Looking closer we see that the face is a rock formation on the surface of Mars, the monkey is tree bark that grew over a damaged trunk, the parrot.... well take a really close look at the tail.

Now the fascinating part about these pictures is not the monkey, the face or the parrot. The intriguing thing is what your brain had to do to create these impressions.

The reason you don't see a rock or a tree, and instead see a face or a monkey is because of something remarkable that your brain is doing.

Yet as remarkable as it is, it is something you do so naturally, and so easily, that you likely overlooked the significance of it.

What you did, and what you do exceptionally well, is you created patterns.

Human beings are pattern makers -- meaning that we see elephants and teapots in clouds, men and rabbits live on our moon, and whole villages, streams, birds and mythical creatures dance through the stucco on our ceilings.

What you did, to turn that rock into a face is no small task.

It required that you take random data (something completely alien to you, the planet Mars) and turn it into something familiar (a face), and by doing so, you took something unknowable and turned it into something knowable.

But creating patterns comes at a price. Can you guess what that might be?

Take another look at those pictures. Now that you know that the monkey is a tree, the face is a Martian landscape, and the parrot is a human, can you stop seeing the monkey, the face, the parrot?

That's a lot more difficult. You see, the problem with patterns is once our conscious mind locks onto a solution, it stops being aware of anything else.

And this is why, almost everyone in the Meier experiment, got stuck coming up with the fourth solution.

Previous solutions got in the way. And this is why they didn't remember the hint provided by Norman Maier when he brushed by the rope. They had come up with the first three solutions by themselves, and this established a pattern of self-reliance or some other pattern that did not include all the inputs.

So the Meier study shows us two things.

1. If you are stuck on a problem, your solution will come from the unconscious part of your brain.

2. You need a method to tap into that part of that unconscious. After all, you don't have Mr Meier

hanging around you, brushing past all the ropes in your life.

In other words, you don't need another solution. What you need is a new pattern.

Letting go of old patterns forces your conscious brain to tap into the unconscious for answers.

Most people have experienced this once in a while, in the form of intuitive flashes and spontaneous insights.

And yet, what the unconscious provides is so much more than just this.

In this unconscious region of your brain is housed the sum total of your creative expression--so rich and deep that it will take you by surprise every time. There is a treasure trove of wisdom just waiting for you on the other side of this locked door.

How rich and deep is it?

Personally, there are times when I need to google terminology that pops out of nowhere into my conscious awareness.

And this is not unusual. Having taught Repatterning to thousands of people around the globe, I know for a fact that your unconscious houses stuff you never dreamed you knew.

Are you ready to uncover how much you know?

Click here to access the masterclass: Success Made Simple: How to powerfully succeed in business and in life.

Or go to the BIO/INFORMATION ON SPEAKERS section above to access the full version of this e-book:

Shift Your Patterns: Unleash the Genius Within, by me, Adele Spraggon.

See you on the inside,

Adele xo

**[www.AdeleSpraggon.com](http://www.AdeleSpraggon.com)**.

[https://www.youtube.com/watch?time\\_continue=1&v=axy84pkBwBI&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=1&v=axy84pkBwBI&feature=emb_logo)

**Evolution of Leadership Training.**

**[Adele@adelespraggon.com](mailto:Adele@adelespraggon.com)**

© Copyright 2020

**ADELE**  
Nothing to fix. Everything to be.  
**SPRAGGON**

## The Wealthy Healer

### *3 Tricky Truths Even Successful Wellness Practitioners Miss That Put Themselves (& Their Family) At Financial Risk*

**Angela Shim**



Have you checked the pulse of your business lately? What does its beat and rhythm feel like? Is it steady and smooth or is it erratic?

How resilient is your business to rise above the unexpected?

Allow me to share my personal story.

I spent the first 20+ years of my business career working for two of the largest Canadian Fortune 500 companies in the retail and financial sectors.

Armed with a business administration degree from Canada's top business school and a management accounting designation, I was a skilled corporate ninja helping companies "connect the dots" to envision the future, working with financial numbers and systems, analyzing business plans, balance scorecards and big data.

While I was enjoying an upward career progression, an unexpected personal event transformed the trajectory of my life and career.

I was sent to the hospital on strict orders of bed rest by my family doctor at the 25th week of my much anticipated first pregnancy.

This marked the beginning of my hairy 3-month roller coaster ride with twists and turns that included the urgent delivery of our very premature son at 29 weeks by emergency cesarean section and was followed by both mom and baby separately intubated on respirators in the adult and neonatal

intensive care units located five floors apart!

I was so incredibly sick I didn't even have enough strength to get out of bed to bond with my baby son in his incubator until a week after his birth.

How many of you ever experienced an unexpected setback which cause you to view life through a different lens?

Being on the patient side of the health equation offered me the best vantage point to question the missing links in our health care system.

Our son's myriad of sensitivities growing up and my own compromised health gave me the laser focus and resolve to address a new challenge.

I was called upon once again to "connect the dots".

This time my quest focused on mapping out all aspects of the human experience taking both an outside-in and inside-out approach, identifying root causes of health imbalances and seeking effective solutions for whole life wellness.

My focus shifted from corporate balance scorecards to analyzing the "personal balance scorecard".

How often do we take our gift of personal health for granted until it gets stripped away from us?

We often undervalue the importance of time and financial freedom until we are forced to deal with unexpected challenges.

I became acutely aware of my personal need for time and financial flexibility to pursue the health answers I was seeking.

VITALITY, CLARITY and FREEDOM became anchored as my core values.

My passion for integrating body, mind and soul led me to immerse in extensive training over these past 20 years as Certified Nutritional Practitioner, Certified HeartMath Coach championing emotional resilience, and also in Vibrational Kinesiology, Light Language, Light Crystals, Essential Oils and Quantum Biofeedback to deepen my understanding of vibrational frequencies in the quantum realm.

With over a decade experience building wellness businesses, I've witnessed an explosive growth of new health technologies and the trend towards the "empowered consumer" with unparallel access to health information at the touch of a button.

I feel blessed to have successfully generated six-figure incomes from wellness businesses which offering our family time and location freedom to pursue our passions. It is my desire to help other wellness practitioners achieve the same.

Empowering wellness practitioners to deliver greater impact with strategically aligned focus is at the core of my business.

**There are 3 tricky truths even successful wellness practitioners miss that put themselves (and their families) at financial risk.**

The #3 tricky truth even successful wellness practitioners miss is what I refer to as "THE LONE

WOLF SYNDROME”, or phrased differently, it’s the TENDENCY TO WORK IN ISOLATION.

In this case a wellness practitioner is either set up to work alone at a physical location or to offer coaching services online and has zero access to team or community support.

Working alone as a wellness practitioner is akin to a trapeze artist performing his/her act without a safety net or a pilot flying solo.

Studies have time and again highlighted the value of strong community bonds and a sense of belonging in promoting personal wellness and longevity.

This same principle applies in business as well.

Consider a Nutritionist who delivers consultation services alone either in a clinic setting or online, having to become a jack or jill of all trades to run his/her business.

Now consider a Nutritionist who works collaboratively with a team of wellness practitioners with shared values who are jointly committed to cross promoting and supporting each other.

Who do you think will be more successful?

Having a sound support infrastructure in place is invaluable to help deal with unexpected events.

I call this concept “working separately together” where practitioners are able to leverage individual strengths and talents to create enhanced impact as a collective.

The #2 tricky truth even successful wellness practitioners miss is what I refer to as “THE EMPTY MENTOR CIRCLE”, meaning there’s NO BUSINESS MENTOR SUPPORT.

In this case even though the wellness practitioner is successful in the delivering his/her modality, business growth and stability may still be at risk when unexpected challenges arise.

Without adequate mentoring support from experts knowledgeable about business strategy and ways to leverage effective marketing, financial and business systems during times of change, the wellness practitioner may lack the ninja skills to pivot his/her business towards delivering consistent growth results.

Unless an effective communication and marketing strategy is in place to keep clients engaged beyond regular office visits, a wellness practitioner may risk losing clients to providers with well-established alternate channels of service delivery and are better prepared to address the client’s top-of-mind issues.

Prudent advice from business and tax experts on ways to lower or spread out business fixed costs to increase cash flow can make or break a business.

When I was working in the corporate setting, one would never consider leading a major project without gathering a competent team of experts to carry out specific tasks.

The tendency to take on far too many tasks beyond one’s core competency is prevalent among solo practitioners who take a short-term business view when faced with limited income and cash flow.

The #1 tricky truth even successful wellness practitioners miss that put themselves (and the family) at financial risk is what I refer to as “ALL THE EGGS IN ONE BASKET SYNDROME”, or in

other words, the reliance on ONE ACTIVE STREAM OF INCOME.

Let's define what I mean.

ACTIVE INCOME is any money we make that requires us to do something, to actively work.

In the wellness field, examples include massaging a body, coaching a client or teaching a class.

If we are doing something to make the income, it is ACTIVE INCOME. The second part of the statement refers to relying on ONE STREAM OF INCOME.

Examples of generating revenue from one primary source include either offering bodywork sessions, or doing coaching or signing up people to attend group program.... ***Continued on next page.***

Many wellness practitioners rely on one primary source of income linked to their core competence, and most significantly, this income for the most part requires them to invest personal effort.

So ... why is this a dangerous trap that can put wellness practitioners (and their family) at financial risk?

The most likely drawback for this approach is the high potential for burnout.

If the only access to income is through active delivery of service, when there's no work, there's no pay.

Too much success can also be problematic in this scenario since the increased workload may also create stress and overwhelm, when there's little time for self-care.

Like a hamster running on a hamster wheel without an exit or a boiling kettle without a steam release valve, this is a life which lacks freedom and choice.

Next is the scenario whereby unexpected events such as COVID-19 shuts down the one primary stream of income the wellness practitioner depends upon.

Consider the example of a successful dentist or chiropractor earning his/her primary income providing health treatments to patients. Income stops when services can no longer be provided.

Even though incoming revenue has been cut off, business fixed costs such as rent, insurance and bank debt still have to be paid. Should this situation get drawn out for any significant length of time, a cash flow bind may result.

Then there's the case of unexpected personal injury or trauma.

I recently heard a friend share the story of a chiropractor who was considered the best in his field. This chiropractor developed severe carpal tunnel syndrome and was forced to leave a busy practice with a months-long waiting list. Lacking other ready streams of revenue and no back up plan, this once successful chiropractor is now selling insurance.

If you are someone who is caught in this dilemma, what can you do to escape the trap?

The antidote to relying on one active stream of income is to create multiple streams of income, with at least one stream of which being passive income and not requiring direct personal effort. This is commonly referred to as RESIDUAL INCOME.

RESIDUAL INCOME is an additional revenue stream which is generated independent from the wellness practitioner's primary service offering and is not solely dependent on the practitioner working.

Examples of additional streams of income, some of which can be passive, include:

the ongoing sale of books and pre-recorded programs

membership offerings

sale of supplemental and complementary products to patients/clients

building a leadership focused side business that is aligned with the practitioner's core values and brand messaging – a network marketing business is a viable choice to add revenue as well as build a tribe – lots of great heart-centered ones out there.

affiliate commissions on complementary products and programs.

Choosing the right combination of residual income options which are in alignment with the wellness practitioner's core values and working style is the ideal proactive strategy to safeguard financial outcomes.

In the event of unexpected circumstances such as personal injury, family illness, lawsuits and shutdowns which are beyond the wellness practitioner's control, having access to residual income streams helps to mitigate risks and offers flexibility to pivot.

Having enjoyed years of experience choosing best strategically aligned wellness business opportunities to generate multiple streams of income, from affiliate offerings to professional devices to a successful mission-driven business, I offer a value-add perspective on the parameters to consider when making a choice.

Book a 40-minute FREEDOM call with me to take inventory of the areas where you are currently feeling FREEDOM in your life and where you're not.

With clarity on your desired FREEDOM path, I will be best informed to offer recommendations regarding the residual income possibilities which align with your goals.

Book your FREEDOM call by visiting [www.evolvedhealer.com](http://www.evolvedhealer.com)

**Angela Shim, CNP, CPA, CMA**

**Core Vitality & Purpose Alignment Coach**

**Founder, Heart Scents Wellness and Vibrant Balance**

[www.heartscents.ca](http://www.heartscents.ca)

[https://www.youtube.com/watch?v=f901-UeR-aw&feature=emb\\_logo](https://www.youtube.com/watch?v=f901-UeR-aw&feature=emb_logo)

# Turning CHAOS into Success

## Marlon Shaw



On January 1st people all around the world celebrated the birth of a new decade. It's fair to say that most of us had audacious dreams and goals of making 2020 our best year ever. There was a certain excitement about 2020 being a magical year. That all changed on March 11th, when the World Health Organization declared Covid-19 a Pandemic. Suddenly we were faced with a new reality. A reality that included self-isolation, social distancing, wearing a mask and waiting in line to purchase grocery.

Within the first 80 days of 2020, we went from excitement to chaos.

Chaos is defined as complete disorder and confusion. Which we have witnessed on many occasions. Disorder and confusion leads to stress, anxiety and fear. A fearful mind will sabotage your efforts to achieve your audacious goals.

You can't go back to January 1st and have a new beginning, that's an impossibility. What you can do, is have a great ending. You have the power to make the rest of the year, the best of the year. How? By Turning CHAOS into Success.

That's what this chapter is about: a simple strategy to help you Turn CHAOS into Success. It starts with changing your perspective of the word chaos from negative to a more positive perspective, by focusing on the individual letters, rather than the word itself. CHAOS consist of 5 letters: **C-H-A-O-S**.

**C:** Courage

**H:** Happiness

**A:** Attitude

**O:** Opportunity

## **S: Success**

Assigning a positive variable to each letter, allows you to shift your focus away from the negative image associated with chaos, thus neutralizing the survival brain; allowing you to tap into positive intelligence; the higher functional region of your brain. Positive intelligence gives you increase access to intuition, creativity and the genius within. This change in perspective replaces confusion with courage.

## **Courage**

Courage is not about being fearless.

It was Ambrose Redmoon who said; "*courage is not the absence of fear, but rather the judgment that something else is greater than fear.*"

During these challenging times, it is important not to be consumed by fear. Each day we are bombarded with so much negative news and updates, making it challenging to remain courageous. Find that 'something', your goal or dream that is greater than fear and use it as your north star to keeping moving forward.

Recall courageous moments that you have experienced in the past and use those memories to strengthened you to push through obstacles and jump over hurdles that are in your way. If you have been courageous in the past you can be courage now.

If your goal was audacious on January 1st, keep it audacious. COVID-19 doesn't mean you have to take your audacious goal and shrink it down. Instead, you have to be more courageous than you were at the beginning of the year.

You can't afford to allow fear to hold you back. We are surrounded by fear, even more so during this challenging time.

Each day you will be required to make a choice: fear or courage. Your job is to find your place of strength, your place of courage, and bring yourself to that place mentally and spiritually. Remember that *courage is not the absent of fear, but rather the judgment that something else is greater than fear.*

Choose courage, you will be happy that you did.

## **Happiness**

*"Happiness comes before success"*

~ Shawn Achor

Even in a pandemic, it's important to create and enjoy moments of happiness.

During good times and bad, you are solely responsible for your own happiness. While it is natural to seek happiness from external sources, it's important to remember that the real source of happiness is internal. It's the programming that's running in your mind that will determine your level of happiness.

How you think about your life and the challenges you encounter, will impact how you feel. Happiness and sadness are opposite sides of the same coin. That coin is your thoughts and you get to choose which side of the coin will rule your day.

Take a happiness break regularly. Unplug from the external world and plug into your internal world of thoughts and feelings. Engage in daily activities that increases joy and happiness in your life. All work and no play, creates a stressful day. Give yourself a time out to sing, dance, laugh and play.

Happiness is about your personal self-care, taking care of you. It's easy to get lost in the stress, fear and anxiety associated with the journey of life. Is the busyness of your day preventing you from gifting yourself some time for self-care?

It's ok to have fun now, don't wait for things to get better: take the time to be happy, and you will feel better. You are worth it. It's all about having the right attitude about yourself.

### **Attitude**

*"A positive attitude changes everything"*

~ Anonymous

During times of crisis we are forced to make adjustment and adopt to circumstances beyond our control. We usually don't have a playbook on how to navigate our way through the crisis. With the daily bombardment of negative news it is easy to become overwhelmed and lose hope. The only antidote for hopelessness is a positive attitude. A Positive attitude gives you hope for better days ahead.

While you may not have control over the negative events that are unfolding each day, you do have control over your attitude and how you choose to view the challenges in your lives. Your attitude will have a major impact on your ability to successfully navigate the many challenges you will encounter throughout your life's journey. Covid-19 represents just one of the many challenges you will encounter along the way.

Others may be able to influence your attitude, but they are not the master or the gatekeeper of your mind; you are. Be diligent in guarding your mind against information that may trigger fear and hopelessness. An ancient quote reminds us that *"without hope all is lost."* A positive attitude is required to keep hope alive.

For good mental health, feed your mind daily with positive input, which displaces fears and worries. Create a vision board of your dreams and goals, look at it regularly throughout the day. Read personal, professional and spiritual development books or listen to audio program that inspire and motivate you to step into your greatness and become all you were created to be.

Remember, you are the gatekeeper and the master of your mind, be on guard always.

Your attitude determines how high you will soar and has the power to attract or repel new opportunities.

## **Opportunity**

*"In the midst of every crisis, lies great opportunity"*

~ Albert Einstein

Opportunity knocked on the door, a fearful mind opened it and a saw nothing. Are you missing out on opportunities? Covid-19 did not force opportunities to go into self-insolation, practice social distancing, or wear a mask. Opportunities still exist even when we are not aware of them. Can you see opportunities in the midst of the crisis?

This is an opportunity to learn, grow and increase the value you bring to the marketplace or the workplace. An opportunity to work on projects that you have put on the backburner, start a new hobby or write a book. Although it's no longer business as usual, that should not prevent you from seeking new opportunities to grow your business.

Take the time to evaluate your current game plan. Is it working, or is it time for a new plan? This could be the right opportunity start a new business to meet the current needs of the marketplace.

Be mindful and alert to new opportunities, they could lead to greater success.

## **Success**

*"Success is the progressive realization of a worthy ideal"*

~ Earl Nightingale

What is your worthy ideal?

Your success doesn't require approval from others. It only needs to be worthy for you. Something that you desire or want to accomplish. Choose a worthy ideal that goes beyond you. There nothing wrong with making lots of money, having the dream home and the car. Use your success to make a difference for others.

On your journey towards success, you will encounter chaos along the way, we all do. How you interpret chaos will determine your outcome. Will you see complete disorder and confusion? Or will you see a challenge that starts with courage and ends with success? Your choice will have a powerful impact, negatively or positively on the progressive realization of your worthy ideal.

Turning chaos into success is a simple strategy, not a simple process. It requires commitment, discipline, work and persistence. It will require you to step out of the

comfort, tap into positive intelligence, unleash genius within and step into your greatness. Remember it starts with **C**ourage, fueled by **H**appiness, guide by positive **A**ttitude, encouraged with **O**pportunity and celebrated with **S**uccess.

I wish you great success and an awesome journey!

**Marlon is the founder of Speak And Grow Your Business™, Entrepreneur Public Speaking™ and a Distinguished Toastmaster (DTM), Marlon's mission is to empower entrepreneurs to take control of their business success.**

**As a professional speaker and certified speaking coach with over 25 years of entrepreneurial experience, Marlon specializes in helping entrepreneurs and business professionals take their speaking skills to the next level, as well as use speaking as a marketing strategy to become the go-to-expert, attract more clients and grow their business.**

**speakandgrowyourbusiness.com**

[https://www.youtube.com/watch?v=6JhNN2Zgfh0&feature=emb\\_logo](https://www.youtube.com/watch?v=6JhNN2Zgfh0&feature=emb_logo)

# Think it. Change it. Live it.

## Liz Jakoi



**"If You Always Do What You've Always Done, You'll Always Get What You've Always Got."** ~ Henry Ford.

I love this quote by Henry Ford. When facilitating programs I usually say something similar and that is what you think about, comes about.

In life, we don't see to get what we want and sometimes it seems like we get a lot of what we don't want, right?!

Do you feel like you keep starting and stopping a new strategy to move your business forward and you still get even more stressed, anxious, overwhelmed because you can't seem to understand why you are sabotaging your efforts?

What I've found is that most successful business owners or entrepreneurs get on this carousel of trying the next new shiny object. Their business has become the greatest source of stress and frustration in their life even though they keep trying different things.

What they really want is time to be present for their families, money and freedom to do things they want to do.

Instead they think they have to do everything themselves or that they are unfocused. So they end up reading another book, watching another webinar, writing out affirmations or trying another strategy to get their business moving forward.

The real problem is that they criticize themselves and put pressure on themselves to do more which leads to even more fear, stress, anxiety and that perpetuates the cycle of

believing that they are not good enough.

What they need to do is look at the patterns of their thinking that doesn't serve them well and teach them how to eliminate the thinking that is causing the problem.

Let me show you the 3 steps to help you uncover the patterns of thinking that doesn't serve you well.

### **Step One. Think it.**

The old way was to look at your limiting belief and make an affirmation which is the opposite of the limiting belief. The new way is to look at beliefs as decisions. It's a distinction that is profound and powerful.

### **Step Two. Change it.**

The old way is to continuously use affirmations and hope that it sticks. The new way is to look at the brain as a goal achieving machine and therefore, when you look at beliefs as decisions, you can rewire your brain. We call this neurosculpting. You begin to shed the old connections in your brain that represent the limiting belief and you build new connections that represents the new decision.

### **Step Three. Live it.**

Once you go out into the world and the limiting belief pops up, for example like people don't want to buy from you and you made a new decision that people want to buy from you, you begin to see that in that moment you free yourself from overwhelm and live in a state of peace and calm.

Follow the 3 steps and you'll have peace and calm in your life so that you can be more productive in your business so that you can massively increase your income or revenues.

**www.Lizjakoi.com**

**647.285.5497**

**lizjakoi@gmail.com**

[https://www.youtube.com/watch?v=iQSAKmFKGn4&feature=emb\\_logo](https://www.youtube.com/watch?v=iQSAKmFKGn4&feature=emb_logo)

# Turn Your Past into Purpose, Power and Profit

## Fatima Omar Khamissa



### Turn Your Past into Purpose, Power and Profit

Interviewer: Who is your ideal client?

Fatima: The perfect prospect to work with us is a woman who has life-experience, past skills and wants to use her history to make a difference for other women.

She wants time-freedom.

She comes from the corporate world and she has worked very, very hard. She has a lot of experience and she is not being appreciated. She is between forty and fifty years old. She has decided that she wants to build her own coaching business. She wants to break the glass-ceiling so she can create a business that she absolutely loves.

She loves making a difference for other people. She's ready to take her skills, her expertise, and turn it into a purpose.

*At the Million Stars Academy Certification Program, we equip and support women over 40 to step into their brilliance so she can transform her past experiences into purpose, power and profit. We equip her with step-by-step guide, templates, and everything she needs to launch and build a successful coaching business and get clients even before she is certified.*

You might be asking, "Why would she want to achieve this outcome?"

If she's been in the corporate world and she is already making six figures, she realizes that she is not actually getting paid for her expertise. She has been shortchanged. Working for someone else is amazing and there's a lot of reward, but her creativity has been stifled. When she launches herself as a coach, she can take everything she's gone through in her life – her work, her skills, her expertise, her knowledge, her experiences, and support other women and ***she can charge exactly what she's worth.***

In the second stage of her life, she's able to create an amazing income working on her time and changing the lives of women everywhere.

Interviewer: How did you get into this business?

Fatima: What led me into this field is experiencing a violent, abusive relationship. I was married to a man who was diagnosed with bipolar narcissistic disorder, and after twenty one years, and eleven months, I took my five kids and I left. I wasn't able to work or have friends. Everything was designed to keep me isolated. I had no work-experience, and I had five children with this man, which (side note) are the complete blessings and the gemstones and the absolute gold in my life.

So, when I left with the five kids, I was terrified. I had never ever been officially employed. I was a homeschool mom. All the social activities in the community took place at my home. My husband was going to bring home the deer, and he failed at that as well.

So I waited for both my parents to die, and then I left.

I didn't know how to make money. My creativity and my confidence was completely broken and stumped, and the horrors of my painful past kept me in a loop of nightmares.

I desperately wanted to help other women. I knew I could talk about my experience. I wanted to talk to my younger self and tell her about my life as a battered wife and educate her about the signs of violence.

So, that's what I did. I started speaking publically, volunteering at jails and immigration Centre's, speaking for free, and sharing my painful past. A documentary was made about my life that won first prize at a local film festival. I kept putting myself out there and sharing my story to benefit other women and to give them hope.

I applied for many jobs. They were going to pay me \$16 an hour and I needed a professional personal support worker to take care of my son Tarik. Tarik has cerebral palsy and scoliosis. These professionals charge at least \$20.00 an hour to look after my son who cannot go to the bathroom on his own. It just wasn't going to work for me. The math didn't make any sense.

Somewhere along the line, I realized, there must be a business I could create. I can make a little bit of money. I can work part-time on my business, have my children with me, and still take care for my disabled son, Tarik.

That's how I got into the business.

I quickly learned that there was real power in what I was tapping into. I got to see for myself firsthand what it was like to do what I did – change the lives of other people and make money to support my family. This became my passion. I still wake up every single day excited to see whose life I'm going to change.

Interviewer: What obstacles have you seen in this business?

Fatima: If you're reading this right now and you're curiously thinking, "I want to be a coach. I really want to do this and it's something that a lot of people are doing. I see coaches online all the time making money and changing lives."

The first thing you want to do is *fix your mindset*. If you say, "I want to be a coach", and you don't realize what you're getting yourself into, the business, the strategy and the immense hard work. You will set yourself up for heartbreak, blame and failure.

It takes time to build a great business. Nothing happens overnight. Go in with your eyes wide open.

Here are 7 tips to get started:

Number one - it's going to cost money. This is not a job where you go into work, you get trained, you get a little uniform, and then they pay you for showing up. No, this is your own baby. You're going to put your money where your mouth is. You're going to have to step it up. You're going to have to go through modules. You're going to have to go through self-directed learning. And you're going to have to do create massive implementation. So get your mindset right.

Number two - schedule everything. Remember when you were in school, and the teacher took attendance to make sure everyone was in class – in your own business, **no one's going to take attendance**. No one's going to ask you if you've done your work. You probably already have a job. This may be your side gig. You should schedule everything. You fill in your calendar and the calendar runs you. No mommy or teacher or professor is going to come and smack your hand or reprimand you if you don't do it. If you don't do it, you don't do it. So, you have to be your own policeman. You want to schedule everything in your calendar, I mean everything.



Spending time with your children, calendar it. Your weekly massage, calendar it. Having a meditation session, calendar it. Everything has to be on the calendar.

Number three - Be flexible with your calendar. That's part of the business of working for yourself. Bring playfulness and fun to your life. Keep your promises to yourself and have enjoyment. You want to be flexible with your calendar

Number four - Self-care. Take good care of yourself. Your mind, your body, your spirit. Affirmations, exercise, good food, prayer and rest. Remind yourself of how wonderful you are, how awesome you are, and all the things that you're going to accomplish. Tell yourself:



*I am a million dollar coach.*

*I am a magnet for clients.*

*People love what I do.*

*My clients are so amazing.*

*They get amazing, fantastic, incredible results.*

*I get the best testimonials.*

*My website rocks because I'm a rock star coach.*

Say these over and over again.

Number five - Belief. You must believe that you are going to get this thing done. You have to believe you're actually going to achieve your dreams. No kidding. A declaration and a belief that you are 100% going to achieve it. What I mean by this is you see it. You feel it. You act it. In the morning before you get out of bed, lay there for an extra five minutes and visualize who you are becoming. A rock star coach. A million dollar coach. A global coach. Every part of you has to believe that this is already a done deal and it's on its way towards you.

Number six - Gratefulness. Gratefulness is the secret ingredient for abundance. When I was collecting welfare, I didn't have enough money buy chicken for my children. Bread and beans were our staple diet. There were many aspects of my life that were sad and miserable. I knew if I focused on the negative stuff, I would get more to be resentful for. So I focused on what was working. I focused on the good stuff. I would take my journal and write what I saw in my room:

*I am grateful for the chair I am sitting in.*

*I am grateful for the refrigerator, the stove and the toaster.*

*I am grateful for my eyes and the legs that can walk to the kitchen.*

*I am grateful for the ability to lock my door and be safe.*

*I am grateful that my children are with me.*

*Focus on what you have, and you will have more to be grateful for.*

Number seven - Be willing to unlearn. If you knew how to do build a successful coaching business, you would have already done it. Don't you agree? So, you got to be willing to say, "I'm going to take all my current knowledge and put it inside in a little compartment. I'm going to pretend like I don't know. I'm going to trust my mentor. I'm going to trust my coach. I'm going to follow what they say as long as it's not illegal". Because everything you already know is in your history. If you keep doing what you have done, you will keep getting what you got. To create something new and different is outside of your comfort zone and it's going to get very uncomfortable. Guess what? **All your success lies outside your comfort zone.** Be willing to unlearn what doesn't work and learn what works.

Red Emerald Mentoring & Training is Fatima's High-End One-On-One Personal Program.

She Only Takes On Six Women Per Year In This Highly Specialized Program.

Interviewer: How do you overcome these obstacles?

Fatima: At the Million Stars Academy Coaching Certification Program, we have mindset calls every single week. Because what I've learned is that **it doesn't matter how much I tell you what to do, your inner conversation will dictate your results.**

Take Michelle, who wants to lose weight. She is very, very clear about the how. She has been given a healthy food-guide to follow. She bought a gym membership. The doctor told her to eat less and move more. So why is she not losing weight and has not changed her eating habits?

Take Joanne, who has \$50,000 of student debt. Her financial planner tells her to make more money and spend less. But she doesn't believe that this is possible.

Take Melanie, who signed up for Million Stars Academy. Her dream was to become a successful coach to help other women. When it's time to do her modules, she makes excuses. She watches television or cleans the bathroom.

What do these three women have in common?

Negative self-talk. What they say to themselves when no-one is listening. It's all in the mind. We know this. It's the human condition. We can tell somebody, "Do X, Y, Z," and they don't.

There's nothing wrong with you. Everyone does it. It's the human condition.

And for that reason, we have a mindset calls to help you to get through those negative thoughts. We also give you all the step-by-step guides, and templates. So you don't have to reinvent the wheel.

We've done it. We've tried it. We have failed. We have fallen. We've gotten up and we know what works. So everything we are sharing with you works.

Simply follow the templates and the step-by-step guides.

We help you to fail less, to get success right away because we want you to get clients while you are being certified.

All you have to do is show up and take action. Show up on the call, listen to the modules, and implement. That's all you have to do. You don't have to think about all the stuff. Everything is already given to you.

Interviewer: Were you always in this kind of mindset?

Fatima: In a nutshell, I grew up being a very nice girl. A good girl. I was the good daughter that always listened to my parents. I always thought that my happiness and my success were other people's happiness and other people's success. So if my father was happy, I was happy. If my husband was successful, I was successful. I didn't know anything about me or my dreams.

If you had asked me, "What will make you happy or what are your dreams?" I had no idea how to answer the question.

From that good obedient girl to travel this journey and arrive here, it took me years and years of unlearning.

Unlearning how to people-please.

Unlearning how to listen and obey.

Unlearning being fearful of others.

Unlearning everything that wasn't working.

We might think we are living in this world but the truth is we are not.

***We are living in our minds.*** Your success depends on how big your mind is and what you believe about this world and what you can achieve. When you change how you think, your results will change.

Interviewer: How does that work?

Fatima: When you change the way you think, you change your feelings. When you change your feelings, you change your behaviour. When your actions change, your results change.

Good or bad. Positive or negative. The loop remains the same.

Interviewer: Have you ever failed?

Fatima: Wow! Yes. I have failed more than any other person I know and I'm finally okay with it. I'm finally okay with failing. I'm finally okay with not simply being okay with failing, but completely falling in love with failing. My philosophy is **fail forward faster**. The faster I fail, the faster the team fails, the faster we're going to find all the ways that didn't work. Entrepreneurship is about failing.

When you join The Million Stars Academy Certification Program, you're going to fail. Trust me, you're going to fail. We're going to send you all the scripts on how to do a discovery call and you're going to fail.

The key is that you're NOT going to do one call or two calls and then fail and decide, "I'm not really good at discovery calls".

So, what did I do? I promised myself I would do a hundred discovery calls every single day, and I failed, and I failed. But guess what happened? I had a hundred names in front me and I was failing, and failing, and failing.

I was excited, "Yeah, I have more names to call. This is great practice. I could keep doing calls. I could do this all day".

If you only have three names on your desk and all three hang up on you, how are you going to feel for the rest of the day? The secret is to position yourself with so many name, you run out of time before you run out of motivations.

Falling in love with failure is really important to your success as a business owner. It's actually magical to fail because finding all the ways that don't work opens up all the possibilities for what works. Failure is also a leadership quality. It's about not taking things so seriously. When you lighten up, you don't take things so seriously, you're more successful, because you get to enjoy your success more. Your whole attitude changes.

Interviewer: What would say to your younger self?

Fatima: I often think about my younger self. That, innocent, beautiful, young Fatima. I'll sometimes look at pictures of my younger self and wonder, what I would say to her as the wise, big sister, or as an elder auntie. This is what I'd say, *"Darling, lighten up a bit. Dream big, girl, dream big. Take care of your health, and rest, when needed. Don't push yourself so much, and take time with self-care and cultivate self-respect. Study hard. Love your parents. Put God first. Everything will be fine"*.

Balance is a very interesting subject because I don't believe in balance. Balance is something that is a strange phenomenon. When I'm excited about a project, all my energy will be focused there. If I'm home with my kids and we're cooking for the day,



then I focus all my energy on that. As long as you get stuff done in a week, you might not get the same stuff done every single day. I am not a multi-tasker. I focus on one thing and get it done. Then I move onto the next thing.

Interviewer: Can you share your personal habits with us?

Tony Robbins says that habits will help you fail, or habits will help you succeed. Habits are really

important because habits dictate the results of your life, how you think, and who you become.

Have you ever been to an event where 100 people were attending? How easy is it to tell who eats well and works out regularly? It's easy. The habits we do privately will be seen publicly after a couple of years of consistency. No one sees what you do privately. But it's those habits that you do every single day consistently that are going to build your business like you've never imagined.

Some of my daily habits are:

I do my prayers.

I read sacred text.

I meditate.

I journal.

I do my stretches.

I walk.

I do yoga once a week.

I'm always dreaming and creating.

These are some of the things that are part of my habits every single day.

Interviewer: If the reader wants more information, what advice would you give her?

Fatima: If you are thinking, "I want to be a coach. I'm going to change my mindset. I want to become a coach because it's going to be healing for me. It's going to be cathartic for me. I'm going to be able to make a difference in the world. I'm going to be able to make money while I change people's lives. So Fatima, what kind of advice would you give me?"

The first piece of advice I could give you is shop around. Look at all the different people that are training and mentoring and doing coaching programs, everywhere,

online and offline.

Second, find a mentor that has walked your path. When I first started researching who I wanted to work with. I found a lot of online coaches that were doing great things. After much research, I found the one! She was amazing. She was magnetic and incredible. She was making a lot of money. She called herself the e-zine queen. I was excited to work with her for a short while. Then, I couldn't relate to her anymore. She was a single, tall, blonde woman, never been married, no children, and her struggles were so minimal in compared to mine. There I was - welfare mom, \$500 check a month, five kids, a disabled child, trying to make ends meet.

Interviewer: How does the reader find a mentor?

Fatima: What you want is to find the mentor who you can relate to. It doesn't have to be an exact story, just relatedness. You must be able to relate to her.

I hire a new coach every year. My new coach is married. Her mom is part of her master coaches. She has a husband, no kids, but I can relate to her. It's the weirdest thing. When she speaks, I understand her language. I feel confident and secure.

Find a mentor who has walked the path. Find a mentor who you can relate to. Not everyone out there is for you. If they have suffered a bit and have overcome - that is what you're looking for.

Hire someone who has your back and is committed to your success. At Million Stars Academy we give you all the templates, the step-by-step guides, everything you need to launch that business plus mindset training. We have mindset calls every single week to help you to stay on track.

We give you the opportunity to stay the course.

We give you the opportunity to stay on track.

We give you the opportunity to fail and get up again.

So, you have a very supportive team around you keeping you on track because we believe in you. We believe in your success and we want your success.

Interviewer: What are the next steps for people who want more information?

Fatima: The next step for you to find out more about Million Stars Academy is go to this link. There is a free training at this link [MillionStarsMasterClass.com](http://MillionStarsMasterClass.com)

What's cool about this training is that it's not actually one of those trainings where you go and get pitched - absolutely not. When you sign up, you will be sent a link to a webinar. The webinar is called The 10 Biggest Mistakes Women Leaders Make That Keep Them Stuck, Struggling, and Invisible. On this webinar, I pull back the curtains on exactly what women leaders, coaches, healers, therapists do that keep them failing. You will also learn seven strategies that you can implement right away.

The training will give you an incredible amount of value and it's a huge contribution that you will be able to implement in your life and your business immediately.

If you decide you like it. You resonate with me. You really want to join the program. Then, book a call with us at [SpeakWithFatima.com](http://SpeakWithFatima.com) Either myself, or one of my master coaches will get on the call with you and we'll have a conversation to see if you make a good fit for The Million Stars Program.

Interviewer: Any last thoughts?

Fatima: The Dalai Lama said, "Women are going to rule the world". I believe in my heart of hearts that women are natural entrepreneurs. I am an advocate for women to have their own businesses, create the life that they want, and make more money than their male relatives because I truly believe that when a woman has money, the world becomes a better place. So, I welcome you to the world of Million Stars. Thank you so much for reading this chapter up to here.

Big hug, Fatima.

### **About the Author**

For 21 years, Fatima Omar Khamissa was a victim of an abusive marriage which destroyed all the hopes and dreams she had for herself.

She took her five children and left that marriage and today, Fatima is the CEO of Fatima Omar International Inc., leading provider of training, coaching and publishing for women who feel stuck, frustrated, and tired of living lives without satisfaction, meaning, and progress.

The trauma of abuse, apartheid and violence was not able to break Fatima's spirit and as an international best-selling author, Fatima is sharing her message to inspire, motivate, and lead women all over the world to continual growth in both personal and professional life.

She has written 6 books, three became bestsellers on Amazon.com. After writing her books, her annual income became her monthly income and her publishing company was born. To date, she has helped more than 37 people become bestselling authors through her publishing company.

She uses psychology and brand awareness techniques to position her clients as authorities and thought-leaders in their niche. Fatima is known for her "out-of-the-box" ideas to empower, educate and inspire audiences globally. Business owners choose Fatima, because she is not "just another coach", instead she's a real business strategist and thought leader who creates custom plans for you that details practical strategies for overcoming obstacles and unlock your greatest abilities.

Fatima Omar International Inc. is a boutique personal branding firm specializing in publishing, certified coach training and press releases to create visibility, authority and expert status for their clients

They shine the spotlight on you. Their custom packages are uniquely created for you and they guarantee best seller status so you can use your bestselling book as a business card to attract higher paying clients and global speaking gigs, to make a difference and make more money.

They equip you with transforming your past pain and skills into purpose, power, and profit through coach certification training. Fatima's step-by-step guides and templates take all the guesswork out of your entrepreneurship journey in order to attract clients while you are being certified.

A third-party testimonial from a journalist that is featured on ABC, NBC, Fox, etc. is a powerful platform to create brand awareness and to catapult you into a sphere of leadership. Press releases give you instant credibility and show the world that you are the person that they should be working with.

**Contact Fatima and her extraordinary team at [www.SpeakwithFatima.com](http://www.SpeakwithFatima.com) today.**

**The world needs your skills and expertise**

[https://www.youtube.com/watch?time\\_continue=1&v=5aMiF5R0sqA&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=1&v=5aMiF5R0sqA&feature=emb_logo)

FREE MASTERCLASS TRAINING

**Be A Coach**

MillionStarsMasterClass.com

HELP OTHERS, MAKE A DIFFERENCE & TRANSFORM YOUR LIFE



# The Great Pause

## Ron Brough



The Great Pause of 2020 and how to cope during these scary times.

In the last two releases I was discussing Hypnosis for the Pro-Active Health Care Practitioner and was planning on writing four articles, each having a different viewpoint on hypnosis as follows:

Hypnosis to assist clients to heal faster;

Hypnosis for personal growth and development;

Hypnosis for abundance; and

Hypnosis for growing your practice.

If you are interested in the first two articles please see the previous book release or hop on over to my website <https://proactiveedge.ca>.

I am going to pause on releasing the last two articles and write about “The Great Pause” of 2020 as it is sometimes referred to. I am of course referring to the Covid-19 Pandemic and how it is changing our World and how we interact in it and with each other.

It hit like a thief in the night stealing our freedoms and sending us all into self-isolation, self-quarantine you name it. March 11, 2020 was the day the WHO (World Health Organization) declared it a global pandemic and put the World into a tailspin of untold proportions. Nothing like this had ever been seen before and hopefully will not again.

People dying without loved ones by their side, the health care system stretched beyond capacity in most countries due to lack of readiness for such a “Black Swan” event and Families being isolated from one another; the list goes on.

So, how does one cope with the stressors associated with such an unknown. The experts talk about “quarantine fatigue” and how it’s warring us all down and how it may lead to a more virulent second wave if we all get out there too fast and forget everything we learned about social distancing. Just going to the grocery store is an event; many want you wearing masks, there’s line ups to get in and you must stay 2 meters (6 feet) apart while in the stores. You are afraid to touch something unless it is the item you are buying and then be careful not to touch your face until you can get to a hand sanitizer.

And, I don’t know about you, but if I hear the Government ad on the radio one more time telling me to wash my hands and that we’re all in the together, I think I’ll throw the radio out the window.

OK, enough ranting, how do we cope with such an unexpected event as this. Additionally, many of us were already dealing with personal issues and then this gets piled on. In my case, my wife and I are dealing with our homeless 32-year-old son who has addiction and mental health challenges preventing him from getting on with a “normal life”.

So, what do you do, do you turn to alcohol; many do. What about “Mother’s Little Helper” if you remember the Rolling Stones song talking about tranquilizers and sleeping pills; in other words, self medicate. I suspect a better answer is to develop coping skills to manage your way through these unprecedented times that will see you maintain your physical, mental, and spiritual wellbeing.

I recommend the following:

Eating a healthy diet;

Exercising regularly;

Learning to Meditate;

Learning Self-Hypnosis.

Let’s explore each of these one at a time. Eating a healthy diet; if you did not have great eating habits before; now’s the time to make a change. Small changes can make a big difference. Introduce more fruits and veggies and add a few supplements such a multi-vitamin, a probiotic and more Vitamin D as increased levels of Vitamin D is said to be effective against Covid-19.

Next, would be to get enough exercise. You don’t need a gym or a full-time trainer

to do so. Get out for walks on a regular basis, do stair push ups and triceps dips etc. until you can do them the proper way. Get creative here. Lots of sites on the web for this.

And finally, let's deal with your mental health. The proper diet and increasing your exercising, even a little will go a long way to helping your mental health. What else can you do or what else can you recommend to your patients if you are a Health Care Professional advising your clients virtually. And of course, if you are a front-line health care professional or a worker in an essential service such as a grocery store clerk, you need coping mechanisms extraordinaire!

I recommend learning meditation and self-hypnosis. There are many online resources to assist you here. There are also many books as well as coaches doing virtual trainings you can tap into. Some are offering many free resources during the crisis and others at reduced rates.

My speciality, Hypnosis is a great way to reduce anxiety via the use of positive suggestion. Remember, all hypnosis is self-hypnosis. What this means is you must be open to it for it to work properly and have the desired effect. Whether you use the services of a Board-Certified Hypnotherapist or research some online scripts to try out yourself, the key is to be open to it and the positive effects it can have on you as you move through these interesting and scary times.

I just read an article talking about someone going through the Navy Seal Training program and its related challenges. One of the main differences between those that succeeded and those who did not was the word "yet".

"I'm not strong enough. Yet

"I don't know how to do this. Yet"

"I can't handle this. Yet"

When times are scary and stress is running high, it can be easy to overlook all the amazing ways we're adapting to meet the new challenges life is throwing our way. By focusing on what's working rather than what's not, we can continue to make progress toward our bigger future—and prime our brains to seek out more of the good habits that will get us there and this is how we achieve great things.

Hang tough and stay safe; we are not through this. Yet!

**Ron Brough, MNLP, MTLT, TCHt <https://proactiveedge.ca>**

[https://www.youtube.com/watch?v=5hw73fK9g7s&feature=emb\\_logo](https://www.youtube.com/watch?v=5hw73fK9g7s&feature=emb_logo)

# **Systematize and Streamline Your Small Business and Thrive**

**Ron Finlay**



Systematize and Streamline Your Small Business and Thrive

Hello and welcome to my contribution to this year's Beautiful Life Conference e-book, in lieu of the live event we all hoped to attend. I hope you are healthy, following the rules, staying home, safe and coping with the new life with which we are all challenged.

This e-book is intended to offer those who are screened out, zoomed out, "webinared"-out to sit, read, and learn, the good old fashioned way.

My name is Ron Finlay. I am a business owner, an engineer, a professional DJ and MC, a wedding officiant, author, professional speaker, business consultant and ... that's enough for now. I am passionate about putting everything I know into everything I do, and it's gotten me very far in life and I wanted to share some of that experience with you, in the hopes that you see value and perhaps, I can help you with your business. Why? Because I'd love to do just that. I know from experience that most business owners work too long, too hard, for too little income. So, as you read all the way through this transcript of my video presentation (less the fun music), you just might realize this was meant to be. Your time is now and I have the time to help you.

I own a couple of companies and, like many business owners, both of my companies have been affected by COVID-19. My DJ business, Perpetual Rhythms Entertainment Services is essentially stopped dead in it's record setting tracks, as gatherings typical of

weddings and parties are not currently allowed. So we can't do weddings or parties, school dances, proms and so on. My other company, Matrix Business Training Workshops is being re-envisioned with you in mind, as a virtual event instead of a live hands on session. I look forward to when we overcome COVID-19 and can resume live events, and hope you'll keep in touch.

Because of the pandemic, Life Con had to be postponed, and postponed again only to be cancelled as a live event and reborn as a virtual event. Ronnie and Krista deserve a lot of credit for taking this bold step to ensure all of us Pro Supporters get in front of the audiences we seek to help. Because you're reading this, I hope that's you. The silver lining is that now people from all over the world can read this ebook without all the costs of travel and accommodation. So, let's share our beautiful lives and get into my topic in this chapter - Systematizing and Streamlining Your Small Business.

This presentation is aimed at small business owners, people who are self employed, entrepreneurs and people who all of a sudden find themselves working from home, amid distractions, home schooling and as summer approaches, temptingly great weather.

I'm going to use my DJ business as a source of some examples because you've been to parties or weddings, so you have an idea of what a DJ does. I love entertaining people with great music, crystal clear sound, fun and vibrant lighting, my Radio MC voice and being able to invoke emotional responses to celebrate my clients marriage, birthday, anniversary, business success, or what ever the event calls for.

The first key take away is that most people start a small business driven by something they love to do, are naturally good at and think they can make some money at it. I refer to this as the "Thing". You'll understand why in a few minutes.

Small business owners wear many hats. No wonder running your own business can be so overwhelming. Marketing, meetings, office tasks, inventory, developing products and services, accounting, and dozens more activities. I refer to these as the "Stuff" that it actually takes to run a business.

So now we have the crux of what a business is: the Thing and the Stuff. Too often, the Stuff is so overwhelming, it chokes the Thing. What makes this such an important distinction is that the Thing makes money and the Stuff costs money. So with so much Stuff, the Thing has to be really good and priced for profit, not just to make what seems like some money each month. Is your business really making a profit?

Let me offer you some ideas to consider.

in 1998, I was a keynote speaker at a large DJ Conference. My topic was "Pricing Your DJ Service." I took a poll of the room to get an idea of what they charged for a party.

We agreed on \$100/hour. Then I started talking through the costs associated with getting and doing the work... and the actual income reduced to \$0.68. Yes - 68 cents per hour !!! I could make more money on a Saturday night walking through the drive through at a coffee shop picking up quarters and dimes. Of course, now it's all tap, but you get the point. They totally failed to understand the cost of doing business and priced themselves into bankruptcy.

Do you know what the actual cost of doing business is, your operating costs, the time it takes from prospect to customer, the average sale, the actual time you spend for the money you make? If you don't, this is another big take away exercise I'd encourage you to do. Below, I'll describe what I can do to help you.

Very few small business owners have the formal education about business - the Stuff - so they learn as they go, most often by trial and error. This is an expensive way to run a business, and that's where my system can help and I'm excited to share how I run my businesses and even my personal life. It comes in the form of a live workshop, called The Matrix Unleashed. It is also available as an individual help you basis, amid our current social distancing situation.

Some business leaders suggest that we need to spend 80-90% of our time marketing our business and 10-20% of our time doing the business. Otherwise, all of a sudden, you're out of business and have no leads in the pipeline.

The business challenge I want to focus on is how all that stuff you have to do can choke out the thing you love to do.

I teach a technique for easy to create processes and procedures that define and refine every aspect of your business, so all your experience can be put into a consolidated relationship so you can see your business in a whole new way.

For many of us, the first half or more of 2020 saw us out of work, closed, limited or at best, constrained. So with much time in our new daily routine, what can you do to make the most of the situation? To be honest, what I'm going to share are things the most business owners should have been doing since they started, but, without proper guidance or business training, success seems more random than by design.

That is what I want to invest my time with you today on - what to do with this business quiet time, so when the flood gates open and they will, you're ready to thrive not just survive. So, let's get started.

In 1984 I discovered a process intended for documenting computer programs. Can you imagine today, trying to describe how to use a spreadsheet on a laptop to someone who has no idea what a computer even is? Where would you even start? Well, running a small business can be the same problem - where do you start?

Most small business owners start off life with a day job, and then something happens. Extra time, other talents, your someday dream, true life purpose or even the very loss of that day job.

All of these things happened to me. All of them. What happened to you? Write it down. It's good to know where you came from.

Think of each part of your business, or business processes as a collection of procedures, or as a list of steps. As a simple example, take something you do every day, like making breakfast or doing a household chore. What about getting ready to go out for the day? What do you need to do for a stress free successful result?

I'm sure you'll agree that there is a specific step to do first, second, third, etc., and doing even the same things in a different order can change the outcome, even creating a complete failure of the desired outcome.

The key techniques I use to run my businesses are developing procedures and coding every aspect of every operation in the entire company. In effect, I could put myself out of a job - and a stranger could walk in and run the business from day-one. The secret lies in the coding system I teach in my workshops.

In fact, as I began to document how my business worked, or needed to work, I realized that I could put this technique to work for its originally intended purpose - writing a manual - an operations manual for the business. Every policy, procedure, form was formalized. Now, or thirty years ago, it was an inch thick - just to run a DJ company! Then, as I put pen to paper, or keyboard to screen, I realized I could use the Matrix approach to write books about my experience. In only 4 months, I took a lot of what was in my policy manual and wrote 15 books about the DJ industry, to support my live training as I travelled North America teaching DJs. I know I can help you with your business - because it's about the stuff not the thing, and we all have the same stuff.

Now, imagine your typical day. Starts, at 9 am, and just as you start a task, the phone rings. It's a new prospect, so do you stop what you're doing and answer the phone? How does the call go? Do you have a process, or just wing it and talk and listen to see where it goes? After the call, you get back to what you were doing, unless you can't remember or something else more important popped up and all of a sudden, the day is shot and the to do list got longer. Day after day of this can become overwhelming. If this sounds familiar, I've got a solution that will revolutionize your business in two days and turn To Do into Ta-Da.

Here's a true story, that I trust you can relate to, to prove the cost of not having a

system and value that a proven one can bring to your business. One night, I got a call from a bride, enquiring about DJ services for her wedding. The call went well, and immediately after I hung up, I realized I forgot to mention something important. Do I call her back or let it go and hope she liked what I did offer and calls me back.

Can't control what other people do, so I called back. After apologizing, I made my point, thanked her and hung up. Darn, I forgot to mention another really important thing, so, I called back again! While she finally has the full story, I think I lost her confidence! Do ya think? That's the day I realized the need to apply my business process to my phone calls, so I would never have this problem again.

Can you imagine how much that lost wedding cost? Plus, all the referrals that didn't happen, because I didn't get the wedding. It's 5 times more than the base event and we just can't afford that.

What I realized, is that how I handle a phone call, what I'd say in a trade show booth, and what I'd say in an email should not be very different, as far as the content, the hard facts, the most convincing order to present them in, and how to jump over something that's not needed or change lanes if the conversation needs to change is a pattern that can be documented, and that's what I started to do. The results proved the value of this level of preparation, while still being able to speak naturally, with confidence and

authenticity.

But not all callers are planning the same type of event, are at the same point in their planning, or a host of other differentiating recipes for how the call should go. Have you ever gotten emails from what is clearly an auto responder, congratulating you on registering for something you didn't, to being a part of a call you weren't on and for taking the next step that you didn't? I get these all the time. Clearly, the person sending them does not understand their automation system, and without getting into the real reasons, the key is that their email content was not appropriate, and if I delete or unsubscribe, they've lost me forever. So before you automate your emails, I strongly recommend creating the perfect email content. Did you know there are as many as 41 parts to an email? Not to suggest having pre-canned responses, rather organized replies that track the nurturing of that prospect that will turn them into a paying client.

Imagine me sending a single generic reply for DJ services: Wedding, Sweet 16, Corporate Event, Anniversary, Charity Fundraiser - all very different events. How can ANY single response be right - without risking being so generic, that I'm no different

than the other DJs out there, so why hire me? What I would emphasize to each target audience, is what I believe they need to hear - from their perspective. If I get a totally different enquiry other than those above? I would make a new custom reply, so it is sensitive to what they want to know. It takes time to create that first reply, but I get to reuse and refine it and soon, it's perfect and the results have been amazing. No more Mr. Middle of The Road for me.

So my goal is to offer you some help, to manage all the stuff that can choke that thing you love to do, to revolutionize all your business operations and activities. Easily.

I use a systematic approach, to organize and streamline every action, activity, process and element of my business. This allows me to see patterns and even gaps in the information that I say, do and write about and it becomes very clear what's going right and what's going wrong. That can cost me real money.

Since I'm an engineer, I have to through in some mathematics, specifically algebra, where there is an equation solving technique called a matrix and it's a fast way to solve a number of equations or problems, simultaneously, by eliminating all the clutter and dealing with a specific set of parameters. OK, enough about that. The key is that I discovered how to morph that into a business operations tool - to put everything about the business and its operational elements into a matrix and see the problems, solve them (as quickly as 15 seconds) and it changed everything for me. It can for you, too. Best of all, it's so easy and being modular, that you can build on it day by day, add as you go, put what pops into your head into my customizable framework and see your business in a whole new light. All this and more without buying software, having a monthly subscription today for or relying on wifi. It's already on your laptop and we only use the simplest part, so there's almost no learning curve.

For me the key turned out to be the combining this matrix idea to organize the information - what I knew about my business, with a simple numeric coding system and putting it all into a spreadsheet to give me the easy means to sort by any column and see patterns that I never saw before. I even saw things I never even knew I didn't have - better than finding a lost sock! Finally, as systematic and purposeful way to run my DJ business and grow at my own pace. Best of all, it has nothing to do with being a DJ, rather, with being a business - any business - your business. This was how I managed all my Stuff, so I could do the Thing I loved to do.

This is so important, as most training programs are so big, after taking the training, you sit at your desk, having lost a couple days taking the training, even more work to do, and now "this" but you can't remember for the life of you what the instructor said that made it look so easy, so onto the shelf it goes with all the other self help money wasters that's all turned into Shelf Help. Stop doing that, and follow my system for

easy results at your own pace, with nothing to buy.

So can we agree that you run a business doing something that you love and that adds value to other people's lives? If so, then that's all fine and well as long as you run the business. But are you working 12 hours a day, when you only worked 8 in your regular steady day job? Who would want that business if you wanted out? It's not sustainable, and even you could burn out and the Stuff will have choked the Thing.

What if you get so busy, you need to hire a helper, or subcontract some aspects to other experts - like social media, or accounting, for example. How will you train or hire these people, unless you know exactly what you do, that you want them to do for you so you can do other important work that only you can do?

How will you grow the business, or scale it? Will you be able to manage others and still ensure your clients get what you gave them?

And finally, someday even you will retire from even that which you love. Do you just stop and deprive the world of this great thing you do, or do you sell the business, as a financial tangible thing, and reap the rewards of years of investment and development of your product or service? Will you be able to sell the business as a financial transaction, or just lock the door and walk away with nothing?

From these four points, I coined that a business must have four elements, from the outset, to be a success. It must be sustainable, trainable, scaleable and saleable. If not, it's not a business, it's a hobby.

And so I created my second company - Matrix Business Training Workshops. In our flagship workshop - The Matrix Unleashed - we show you how easily you can transform your business in just two days, to finally get a handle on the stuff and know that the thing is really working and that you're making a real profit.

Our other workshops include Mastering the Elevator Pitch (there are 15 elevator speeches you need to have at the ready when you are out and about), Ninja Networking Skills, Powerful Public Speaking, and they all follow the Matrix Formula to create their content and delivery. You will become a business rock star.

So here's my offer. Contact me at the email or phone number below. Let's talk. Let me help you either in a group zoom or Skype call, perhaps on a two-hour a day basis, instead of the 2-day intensive live workshop. Don't delay, as I only have so many spots I can fill. I'd love to meet you and work with you but until we can host live events, we have to do what we can and the help is a phone call or email away. I promise you the Matrix will change everything and you'll be able to develop your business, products, services, expand what you offer and make more money.

Thanks for investing in yourself by reading my chapter. I look forward to serving you soon.

**Ron Finlay, B.A.Sc.,P.Eng.**

**647 528 3548**

[www.matrixbusinessstrainingworkshops.com](http://www.matrixbusinessstrainingworkshops.com)

[ron@matrixbusinessstrainingworkshops.com](mailto:ron@matrixbusinessstrainingworkshops.com)

[https://www.youtube.com/watch?v=Ww9HMDGFu-0&feature=emb\\_logo](https://www.youtube.com/watch?v=Ww9HMDGFu-0&feature=emb_logo)



**MATRIX**  
**BUSINESS TRAINING**

▪ Maximizing Your Business Potential ▪

# **Making The Shift**

## **"The New Normal"**

### **Dianne Ojar**



In any given time of your personal or business career you will have to make changes. At times it is a conscious decision and there are other times when either you adjust or die within the times and that is true in life generally. Let us trust that what ever change you make is with your best interest and be true to yourself that you are ready to move forward with the opportunities the world presents at you.

Many businesses started as family businesses and they are passed on with the hope of passing it on to the next generation and the next. Others are due to supply and demand and many for the simple reason that a few were tired of working a J.O.B and never have money in their bank accounts much less their pockets so they created an opportunity for themselves. We dream of the "IMPOSSIBLE" dream which as we know is that every thought or idea "IS POSSIBLE!" I am living proof of that for I had a secured job in the financial industry however that was not my calling after 18 years for business was in my blood from a very age of 10 growing up in Trinidad.

So what is traditional as we know it? That is a great question for if we analyze it, we will soon realize that we are a local market with a global reach. What does that mean in today's world? It means that although we may work locally by running a business next door, we interact daily on a global basis and this is an opportunity us grow and expand to a new market. We have a store front shop selling to the local market and we are comfortable with simply doing that however we are bigger than that, for we can reach out and grab what is in front of us. We brand and supply to the local communities however we forget that in these modern times there is a big giant call

“Social Media” and he can make you or break you. People talk about the yummy treats they had today that came from your shop and suddenly you become famous and people want for the pictures posted told a thousand stories and they want some of it so why not explore new ways of expanding.

So now what is next, a website and yes that is another giant because you not only have to have a website but it has to work for you and your business. It has to be user friendly, it has to be rich in content, it has to be appealing to the eyes and yes I am saying it, it has to be “SEXY.” Then there is the “SEO” ranking when we have to be visible right up in people’s faces, in everything they search for, down to the yummy treats or the candy and cookies you make.

Now you have a supply and demand business and what that means is that the people want to buy your product and you now have to supply it. But wait, there is a crisis at hand and what are you going to do for your sales have dropped, your revenues have been wiped out for you have no customers and so are you going to close your store? Think again before you make that conscious decision! Remember the website that you invested in, yes the one that gave you some traffic think, what if you started to focus more on an online market to still serve your existing clients and gain new fans and that is what we refer to as an Online Business. Working smartly and more efficiently.

So let us now chat about where we are now. We have seen many changes and shifts happening with business and how they operate. For many in certain industries it is good and then there are others who many have to have an honest conversation with themselves for the reality is that they are struggling and simply entertaining a thought while digging deeper into financial debt. Then there are others who are forced to move to the online market which they found out to be another niche and a very lucrative source of revenue for them. Many were already using these social media platforms which truly started off simply for personal use to keep in contact with family and friends however they soon realized that their potential clients were right there in front of them. The “I am shy” is no longer shy for they are doing more video interviews and conferences and taking their brand to another level. They are getting in front of the cameras and now they are selling anything they can possibly sell. It is called survival.

So what do we need to do, what is next? Here are a few simple steps which you can review and take action:

Give your website a face lift or if you need to build it from scratch then do it

Hire a social media specialist to push your brand where you need to have it for not all platforms will work for you

Re-brand if you need to update your logo if you want a fresh new look however it still has to tell your story

Create some fresh new branding videos to show who you are and what you do

Marketing material you need to create at least 6 months’ worth and they can be recycled keeping in mind if you live in a seasonal country

If you have a business whereby you can interact with your clients a few times a week then invest in the right equipment to help you and it can work therefore I suggest that you ask questions and work within your budget

Piggy back of other peoples' media blitz, i.e. write in a magazine, let them interview you, interact more community work and do more philanthropy initiatives for it will attract people towards you

Review your financial plan, budget and your yearly goals. Talk to the someone who can help you do this and more help you with your vision

The normal, or the new normal as it seems to have become has always been a part of our daily lives. To many it is their daily routine and to others a culture shock long over due. Here is the reality and it is, that we are so comfortable in our daily lives of waking up and going to our business and hoping that today we will sign up a new client by possibly making a few cold call and then after many who are not interested then there is a yes, I am in! What we do not realize is that the world is sitting right in front of us in the palm of our hands, yes it is called, the cell phone. The cell phone has literally become our remote mobile office.

Today, online chats have taken off, online shopping for groceries and electronics for example, online webinars and summits have a new column in our daily planner. Podcasts, live broadcasting feeds is part of our schedule and the social media giants are making it easier and more user friendly for us to access them and the plus is that their stocks go through the roof. Courier companies are celebrating the new wave of this online shopping and why should they enjoy the success they are having from the new shift of online shopping.

How is this going to affect our individual business? For the media industry we have the opportunities to help business re-brand and re-vamp our current presence. Become the face of your business let people get to know who is behind the logo. I have said this almost every day and that is that "People buy People!" I cannot stress that enough and yet we seem to want to be shy and hide behind your company's doors. If you are confident that you have a great product or you provide excellent services, then you should be in the front row seat and not behind the bleachers for no one can brand your product or services better than you.

Small businesses are the one who drive the economy and help to reduce unemployment. They are the backbone for the work force. Sure, we have corporate and those are the 9 - 5 jobs and yes we believe that we have a secured job and I have known many who believed that they were invincible and that even goes up to management. The shocking reality is that everyone is replaceable and now everyone is an investor, or they have their own boss however know that there is a huge ticket price, a huge sacrifice, 100% dedication attached to this new venture. You can do it by possibility of completing a few online courses to teach yourself new applications and tools to implement in your business and also hiring a least on staff member or even someone to volunteer. I know that I am learning new skills more and more everyday. So how do we do this, by going online and research what you are looking for and begin there. There are many tutorials available and to help to reduce your operational and overhead cost then implement the systems you need for you accounting and finances for example.

The reality is that your business or the greater part of it will become an online business and it is here to stay and it will grow with or without you. Unfortunately, if you dismiss the opportunity that is here right now which society has now accepted as the life in a normal business day. It is possible for you to continue spending most of your day online canvassing for clients, looking at the presence of your competitor or simply looking for the next opportunity or you can simply

hire a professional to do the work and you focus on catering to your client's needs.

The new wave of online is here and soon we will be chatting more about "Digital Footprint." It is information about a particular person that exists on the Internet as a result of their online activity and this information can be used to find your ideal client and other topics for the world is moving forward however the question is, "Are you on board this moving train?"

Attitudes have to be changed and minds have to be more open to the shift which has taken place and will continue.

Be alert, be present and make the decision today to move forward to this new world of opportunities!

**Bio:**

***Dianne Ojar** is a Canadian entrepreneur, an expert in women's entrepreneurship and angel investor, a powerhouse relationship builder, business woman, serial entrepreneur and mother. The award-winning author of her first book, "Mrs. Fraud and You.*

*She is a caring person who will not accept "NO" as an answer, Dianne is a motivator, mentor and "Doer". She makes things happen. She is always willing to offer a welcoming hand and a willingness to share her knowledge.*

*Due to her entrepreneurial background she has become a proverbial 'Jane-of-all-trades', on the Canadian and international speaker circuits on subject related to gender, impact investing, entrepreneurship, innovation and philanthropy.*

*Dianne has started her journey by founding her first venture "NVP Media Group" in 2014 then rebranded her dream as "Olive Media" in 2016.*

*Olive Media is a leading media enterprise in North America, working in TV, press, magazines, film, radio and digital media. Creating, producing, and selling content across all key genres and broadcast platforms. Olive Media so far has been a pioneer for new opportunities for advertisers that better integrate the medium with search, mobile, content and transaction.*

*Dianne loves impulsive people who design beautiful & emotional products because they couldn't dream of doing anything else. That drove her to the foundation of "The Entrepreneurs Network"-TEN, a Canadian platform providing exposure and support to entrepreneurs dedicated to solving today's grand challenges and the United Nations Sustainable Development Goals – UN SDGs.*

*TEN is Toronto-based start-up incubator and accelerator with the mission to empower entrepreneurs in their quest for a repeatable, scalable and profitable business model. TEN brings together extraordinary people to build start-ups from scratch, opportunity for funding and help build cofounding teams, develop ideas, and accelerate through fundraising from Canada's best investors.*

*Lending herself to the community at large, Dianne believes, "that every person, and more so, everyone should do their utmost to explore and exploit their potential. The world is a big place, so find your place in it. Do what you know. Do what you love!"*

*With the support of fellow Canadians, Dianne launched "International Men's Day" Canada - IMD*

*Canada which put Canada globally in the 82nd rank joining other nations which celebrate the world's leading International Men's Day with the blessings of the United Nations.*

*Dianne came to the realization that there must be more opportunities for personal and professional growth just beyond the horizon and with that in mind, she took the steps to branch out on her own.*

*Dianne has helped many professionals, businesses and entrepreneurs reach their goals and materialize their vision. She is a leader with a purpose, always driving change in her environment and motivating others to follow their passions.*

[www.MediaOlive.ca](http://www.MediaOlive.ca)

[www.Think10.ca](http://www.Think10.ca)

[info@MediaOlive.ca](mailto:info@MediaOlive.ca)

416.855.3544



# Become a Confident Communicator so You Can Have Everything That You Want

## Justyna St James



[www.TheCharismaticCommunicator.com](http://www.TheCharismaticCommunicator.com)

The goal of this chapter is to lay a solid foundation for stronger communication skills

As you read, actively answer the questions, reflect, and take notes because you cannot improve if you don't know where you are starting. (You will see reflect, question, and note prompts in bold).

We'll cover three fundamental strategies to start building yourself as a powerful communicator - very simple to implement, and you'll see results immediately.

The truth is you need to become a confident, charismatic communicator, regardless, if you need to communicate to one person or hundreds, and even if you have fears and anxieties around speaking. Why? So you can have everything you want in your business, work, or personal life.

You can have it all if you improve your communication skills.

Imagine communication like a Swiss Army knife; it can do so much for you if you know how to use each layer of the tool.

**Reflect - Identify which communication types are your strengths and which ones are your weaknesses from the list below.**

There are five types of communication.

*Verbal*- Use of sounds and words.

*Nonverbal*- Use of your body, gestures, and facial expressions (intentionally or unintentionally).

*Written*- Use of written symbols.

*Visual-* Use of imagery.

*Listening-* The ability to accurately receive and interpret messages.

You may be reading this chapter because you want to feel more confident, get more clients, become a better leader, or just to speak up for yourself and others.

These are all great reasons.

**Question - What is YOUR reason for wanting to improve YOUR communication skills, and why?**

We used to be pretty good at communicating, whether it be through crying, tantrums, or words. But, something has shifted. Where did the confidence, certainty, and charisma go? Why do our communication skills suck now?

**Question - Why do you think your communication skills need improvement?**

Could it be because of fears, traumas, or negative beliefs?

It was all of that for me. Speaking and communicating was intimidating. It was scary and sometimes still is. Allow me to share my story, so you understand why I understand you.

Ten years ago, I would have never thought I'd be on stages speaking in front of hundreds because I spent the majority of my life with social anxiety and the fear of speaking in front of people.

The truth is, I didn't know how to communicate effectively. The core issue was I didn't believe in what I said, and I didn't believe others wanted to hear what I had to say—an incredibly isolating feeling.

I had avoided way too many opportunities because I was afraid to be seen and be heard.

For example - My husband and I were often invited to parties. He was the life of the party while I was *not*. Days leading up to any event, hosted by people I have spent countless time with, this crippling feeling would consume my mind. Anxiety, worry, fear all around the thought of having to engage and talk with people.

Imagine. Your heart racing. Your palms sweating. Dry mouth. That clinical strength deodorant not working. All of this before you even head out the door.

That *was* me.

And then, there was the car ride. We'd fight over my absurd reaction, and we'd end up turning around and going home. People stopped inviting us to stuff because we stopped showing up.

In 2008, I knew I desperately needed a significant change, so my husband and I set off on a six-year journey of *my* self-discovery. Leaving everything behind, we traveled and lived in about a dozen countries and met thousands of people. Imagine what that was like for me in the beginning stages. Frightening. But, I knew something had to change.

I landed a position with the Ministry of Education in South Korea as an inexperienced bottom of the barrel cookie-cutter nobody, and it changed my life forever.

Within four months, I was at the top of the food chain, speaking and training others from stage.

WHAT!?!

I know... Nuts...

Here's the truth. The first speaking gig I applied for was only to make extra money so we could travel. I had no idea what I was getting myself into, and honestly, I had no idea if I was going to be able to handle it. I didn't think it through. I just wanted the money.

Reality check. I still had the same fears and anxieties of speaking in front of people.

The adrenaline pumped so hard. I could feel it in my ears. With microphone in hand, something came over

me, an out of body experience.

Was I a good speaker?

Heck, no! But, a spark was lit.

I wanted to be seen, heard, and memorable. I knew I would never be memorable sitting on my couch, being sad about not being memorable. I didn't change who I was. I just changed what *I did*. This quote was my fuel, my reality check, my reasoning.

*"If you want something different, you have to do something different."*

Within two years, my skills improved, and I was speaking and training on a national level. Truth is, the fears and anxieties were always with me and are still here to this day. But now, I know how to deal with them because I have strategies.

And that's the magic – strategies.

It is not about changing you; it is about changing what you do.

Warren Buffett, the third richest man in the world, once said in an interview, "Invest in yourself more specifically, hone your communication skills, both written and verbal, it's the easiest way to increase your worth." Powerful.

You're here with me right now because at the deepest core of who you are

You want to make a difference.

You want to make an impact.

You want to feel like you've influenced another person's life so they can have everything they want.

But how do you reach those people? How will they know about your gift, your ability to change their lives?

The path to this is through communication – your communication. There may be some blocks in your way.

Three major blocks are stopping you from communicating confidently and charismatically and ultimately preventing you from getting everything you want.

You struggle with what to say.

You don't feel therefore do not sound like the expert.

Nobody is listening.

Before we jump into each block, here's a question.

**Question - Have you ever spoken to someone who didn't understand, listen, or connect to what you were saying? How did that make you feel? What did you think?**

Don't skip this question; think about it, and be honest.

Here's my connection. First-year teaching in South Korea, my communication skills sucked, and I was in the lowest-ranked school in the province, the second toughest. I've had desks thrown at me, books whipped across the room, sometimes, complete craziness.

Through trial and error, a lot of hard work and too many crying breakdowns, I created a series of communication strategies that got me from literally being attacked, to having the toughest students do everything I wanted them to do, even without words.

I had to quickly *relearn* how to communicate because what I was doing wasn't working. What I'm trying to highlight is to step back, relearn, and step forward with what *does* work.

Let's dive into communication

**BLOCK #1-***You struggle with what to say.*

**Question: Why? Why do you struggle with what to say?**

You love what you do?

You're good at it.

You're passionate.

You've helped yourself and others overcome challenges.

So why then does it become so hard to put it into words?

Well, here's why. We often think thoughts like, if I say the wrong thing, am I going to sound stupid? What will people think? And who am I to even say anything? My gut tells me I'm not the only person who has had thoughts like this. Right? I had a ton of these, and honestly, I sometimes still do.

**Reflect: Write down the thoughts and feelings you have around your "What do I say moments?"**

For example, when

- Meeting someone new.
- Going to a networking event.
- Preparing for a presentation.
- Being in an elevator with someone you don't know.
- Going to a party, event, meeting.

What happens when we feel these thoughts?

- We often do say the wrong thing.
- We ramble on and come across as a know it at all and not an expert.
- We get super quiet, freeze and miss an opportunity.

**Reflect: What happens for you?**

For me, these thoughts often caused missed opportunities that have left lasting scars.

How do we fix block number one? How do we change the struggle with what to say?

**First-** set your intentions both personally and professionally before you put yourself in any position where there's an opportunity to communicate.

**Note: Ask yourself these two questions:**

What's the outcome I want to achieve?

What's the impression I want to leave?

Understanding and applying the answers have been instrumental in my transformational journey.

**Second-**Prepare, but only a tiny bit.

There's nobody who knows you, what you do, what you like, better than you. But, you need to be clear on how to express that. That is where your preparation comes in.

Seems super simple?

But after meeting thousands of new people, I've heard a ton of unfocused, salesy, narcissistic, overly complicated monologues that are robotic. Boring!

Preparation is not about being a robot, someone who can regurgitate something, losing yourself in it, even with elevator pitches. Prepare yourself, be clear, and feel comfortable and confident with your answers. Don't feel like you need to be scripted or perfect.

**Reflect: Think about the common questions you get asked about yourself, your life, and your business?**

Also, do not prepare what you're going to say as someone is speaking to you. Seriously! Improvise, be in the moment, and fully engaged. We can see it in your eyes when you are thinking about the next thing you're going to say. It's very distracting, and it makes others feel like you're not comfortable, and you're not confident. Just accept what the other person is sharing and respond spontaneously.

Remember, you're prepared; you know what you want, and you know how you're going to present yourself. You got this, so be in it.

Let's dive into communication

**BLOCK #2-***You don't feel and, therefore, do not sound like the expert or go-to person.*

**Question: Do you feel you don't have enough experience or enough knowledge or enough skill or enough belief in yourself and your abilities to be seen as an expert in your industry, but you want to be?**

What does *enough* even mean? By definition, it just means *as much as is required*.

I struggled with my *enough*. My coach would get frustrated with me because I would fall back into this mindset of not having enough experience, especially when I compared myself to others.

One day, she said to me, "Justyna, I don't know anybody who makes people feel at ease, important, and comfortable the way you do. Your *not enough* mindset is like quicksand sucking you down." She made me count how many people I've helped - 3,108. I share this number with you because that moment changed my mindset and the direction of my business.

I believe you can help yourself and others,

- achieve a result,
- gain confidence,
- believe in themselves,
- overcome something,
- learn something,
- be something.

Because you are way more than ... *enough*.

If you don't believe in your value, people assume you're not the expert, and it will not matter what you say or what you do if you don't believe it.

The more confident you are in your communication, the more successful you're going to be in your life and your business.

Let's dive into communication

**BLOCK #3-***Nobody's listening.*

Listening is the key to all effective communication. If there's one communication skill you want to master, that's listening.

People love to talk. Our favorite topic is ourselves. Why? Because it feels good.

But to be interesting to someone, you first need to be interested in them, and that means being fully engaged. If you make others the center of attention, they're gonna love you. Remember, people are

expecting to be talked to, not listened to.

Listening well takes practice, especially if you tend to zone out, get distracted, or think about what you will say next while another person is talking.

**Reflect: When someone is speaking to you, what tends to happen? Where is your focus? Are you really listening? When you are speaking, how do you feel about the reaction of the other person?**

- Be patient with yourself, and start with the following small changes to become a better listener.
- Approach each conversation as if you intend to retell it to your friend - this will help you focus and engage.
- Be curious. Ask questions.
- Keep eye contact. If this is hard, start small. Try looking at parts of the face instead of looking away.
- Avoid interrupting and jumping in to add your two cents.
- Phones are great for collecting phone numbers but should never come out if you are having a conversation.

We all have to communicate, whether it's speaking on stage or a small presentation or maybe asking for the sale or just speaking up for yourself.

Why not do it *well*?

I didn't realize the power of effective charismatic communication until I started sharing my strategies with others. People were getting raises, more clients, more gigs, more clarity, better videos and presentations, and, most importantly, more confidence.

Take advantage of every opportunity to hone your communication skills because you never know when an opportunity will come up and change your entire world. Bust through the three blocks, and you'll be prepared, you'll make people feel incredible, and they're going to love you.

If you've answered the questions, made notes and reflections throughout this chapter, then I have a gift for you. If you want to improve your communication skills, whether that be for business, personal life, or you want to become a speaker, I'm offering a private strategy session to you. Send your notes, reflections, and answers to [hello@justynastjames.com](mailto:hello@justynastjames.com), and I will create a personalized plan to bust through the communication blocks that are stopping you from getting everything you want.

**[www.justynastjames.com](http://www.justynastjames.com)**

[https://www.youtube.com/watch?v=YtcSN5jr2z4&feature=emb\\_logo](https://www.youtube.com/watch?v=YtcSN5jr2z4&feature=emb_logo)

# **Specialize, Service & Prosper: The Untapped Niche Market of Millions Who Are Seeking Your Help NOW!**

## **Cheryl Ivaniski**

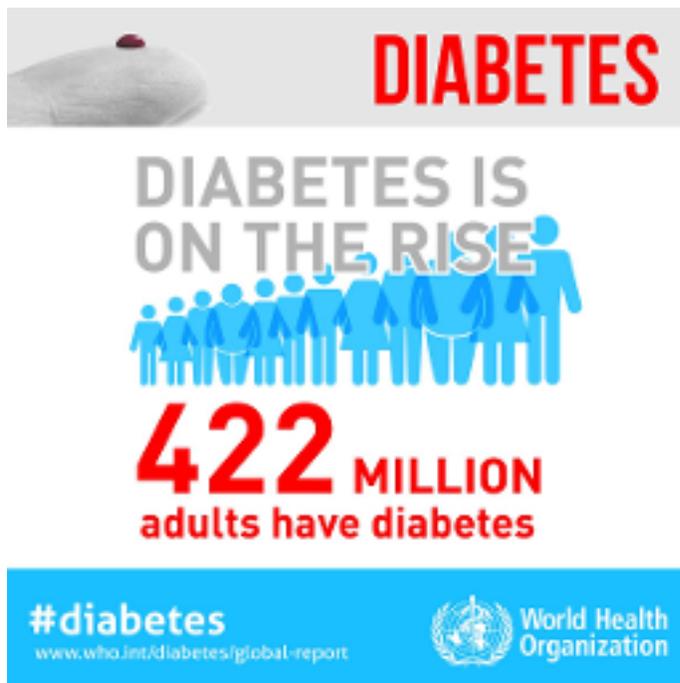


### **Specialize, Service & Prosper: The Untapped Niche Market Of Millions Who Are Seeking Your Help NOW!**

With all the unexpected chaos from COVID 19 worldwide, our attention has been called to look at our own health and wellbeing, of our families, friends and clients, and everyone around the world. It has caused an awakening to show us what really matters. If there was ever any doubt about how delicate and how vulnerable we all are to invisible bugs and viruses, this has shown us that our HEALTH is our MOST VALUABLE asset.

As entrepreneurs, health professionals, coaches, energy healers and business builders, how is this pandemic affecting you, your health, your stress levels, and your business? For the majority of health practitioners, this is a time for pivoting, repositioning, and planning how you can grow your business.

COVID 19 is a global pandemic that has shown us that invisible, hidden viruses not only harm our bodies, they take life, many lives. It is a fact that there are populations of people who are more at risk of serious complications, longer healing times and are not able to fight such viruses and lose their lives. The highest risk groups affected include those who are elderly and those with Diabetes.



### **The world's REAL leading pandemic**

Diabetes has been the world's leading pandemic, affecting nearly HALF A BILLION people for decades since the 1960s/early 1970s. We can see the steady incline in the number of people with Pre-Diabetes and Diabetes. The World Health Organization (WHO) projects that 33 percent of the world's population is likely to get Diabetes. It has risen over 800% in recent decades, and millions of people, in fact, over 4,000,000 people die every year from Diabetes. It is a silent monster.

Diabetes takes lives from its all too common complications and it shortens the lifespan by 5-15 years. While it costs an average of \$6,800.00 – \$16,700.00 per year (USA/Canada) to help treat it, they are getting emergency crisis care (not preventative care which makes all the difference!), nor has it proven to add quality of life.

The time is NOW to shine the spotlight on the world's largest pandemic.

### **How Holistic Healers Play A Major Role in Diabetes Health**

If you work in holistic healing - whether you practice ayurvedic medicine, reiki, hands-on healing, therapeutic touch, mind body therapy, hypnosis, emotion and body code work, natural nutrition, movement as medicine, circulation therapies, acupuncture, qigong, reflexology, preventive eye care, body and organ detox, aromatherapy, biofeedback, or do similar healing work, you can play a very important role.

Here are the top 5 things people with Pre-Diabetes and Diabetes struggle with that, with your help, can greatly improve their wellness:

**How foods affect blood sugar levels.** This includes food choices, types of sugar and the amount of sugar, quality of foods, packaged foods, organic foods, portion management, food combining, glycemic indexes and so much more. This also includes how cells are being fueled and what nutrients the body is absorbing or missing. This is such a struggle for many people because it is so difficult to know



where the hidden sugars are in foods. For example, “sugar free” often translates to the product having no sugar in it, and that it is a free food to eat. This is not true. All foods break down into sugar! It is very difficult to accurately understand food labels let alone determining with confidence which ingredients break down quickly and are more harmful versus which ones act more slowly and cause less harm. Additionally, there are dozens of names for sugar making better food choices even more challenging.

**Daily struggles with anxiety, worry, frustration and stress.** It is very stressful to live with Diabetes because of the fear and constant worry about why their energy is so low, and whether it’s just a matter of time before their eyesight is going to be affected or their foot, or their heart. Our bodies are designed to take care of us and defend us when we’re stressed with something that is life or death - we go into flight or fight and hormones react to assist. The hormones that are meant to defend us in times of emergency are therefore overworked all the time for people with Diabetes, and this depletes the immune system making them even more susceptible to things like COVID 19. This also makes them more insulin resistant which means they are not burning fat but storing it instead which is very disempowering. Also, with hormone fluctuations can come mood level changes so depression is a common side effect felt by many. Not only do they constantly worry about foods they want to eat at restaurants and want to buy at the grocery store, but how much or little they can have of it. Too often, people with Diabetes just put their hands up and hope for the best, and worse, not test their blood sugar levels to avoid possible disappointment. The constant worry is not just about food choices but worrying when and how complications are going to show up and hijack them. You can imagine then how a strong positive mindset and stress management techniques are so important for a person with Diabetes to have.

**Pain, Tingling and Neuropathy.** These are more things that people with Diabetes stress and struggle with. Pain is caused by elevated blood sugars when excess glucose is floating in the bloodstream where it creates acid that harms the cells causing premature death of nerve cells. This happens when our blood sugar levels

are higher than normal over time and sugar pools in the bloodstream causing damage to capillaries veins and arteries. This accelerates the aging process as much as 70 to 80% and causes immune health to plummet, and how people with Diabetes lose up to 15 years of their life. We have to do all that we possibly can to ensure we don't have traffic jams of insulin in our body. Simply moving around and getting daily exercise to keep muscles supple and oxygen flowing can help prevent these issues so much. Movement helps to get glycogen moving in the body so glucose can be used as energy and not stored or contributing to insulin resistance. Holistic practitioners can easily learn how to help people with Diabetes with these daily struggles.

**Macro and Micro circulation.** Blood flow to all areas of the body is restricted for people with Diabetes which can lead to poor wound healing, infection, accelerate neuropathy and, in fact, circulation into all of extremities and organs. Circulation helps get our oxygen travel through our whole body so that all of our cells can be as healthy as possible. Circulation also helps to reduce the acidity in the body as well. Movement means there are many activities one can do which include walking, biking, team sports, tennis, resistance exercises, squats, aerobic movements, stretches rebounding and more. Other activities that can benefit people with Diabetes in this area include things like dry brushing and acupressure, as well as acupuncture, Qigong, lymphatic exercises, massage therapy, and Reiki.

**Sleep deprivation.** Sleep is the most necessary activity needed by all. It is the time for the body to heal. Those with Diabetes often find it difficult to get a good night's sleep especially when they have to get up to go to the bathroom during the night. Above every other care practice, sleep is probably the most important. Why? That's because it's when the body rests, repairs and restores itself. In deep sleep is when we can restore our energy and healing. It's not just the amount of sleep, it is also the quality of sleep. There are many practices that can help with that, whether it's the temperature in the room or guided therapies through hypnosis, music and sound therapy, essential oil therapy or a fifteen minute before-bed ritual – these can all help induce a good night's rest.

These are only 5 of well over 40 struggles people with Diabetes experience DAILY. It is not one therapy or holistic practice that makes a difference, but rather, it is a combination of these and other practices that together create the winning solutions

Did you know that Diabetes is the one condition that people have the most choice and control over? In fact, up to 90% of people living with Type 2 Diabetes can reverse their Diabetes! It is a proven fact. Those with Type 1 Diabetes can reduce insulin requirements by up to 50% and work towards a complication-free lifestyle.

People with Diabetes are seeking answers, they are looking for holistic Diabetes

practitioners and leaders in these areas.

Are you interested in learning more about how you can help people live a Diabetes-free lifestyle? Are you interested in growing your practice and becoming specialized as the go-to person in your community?

To learn how you can grow your practice, and establish a niche market serving people with Diabetes to help them to become Diabetes-free and complication-free, get the full details by visiting

<https://www.holisticdiabetessolutions.com/academy>

Cheryl Ivaniski is a Wellness Authority, Dr Holistic Medicine-Acupuncture, 5 X international Best Selling, 2 X Global Author Award Winning Author, speaker, expertly trained in Natural Nutrition, Biofeedback, Mind-Body Medicine & Hypnotherapy, and holder of a Guinness World Book record. She is the CEO of The Academy of Holistic Diabetes Education which offers programs for health professionals and those with Diabetes. She is the founder of Holistic Diabetes Solutions which provides education, resources including mentoring programs, masterclasses and retreats. She has been in practice for over 28 years and has served and affected change for over 100,000 health professionals, students, and clients, delivering over 1,000 presentations.

Cheryl helps entrepreneurs, health/business professionals, holistic health practitioners, energy healers, coaches, and those with health challenges who want to fast track their health and healing with the Holistic Approach to Healing. She is the creator of the Holistic Diabetes Practitioners Program combines the best of traditional and natural practices offering a truly integrative approach to healing from the inside out.

Cheryl is a woman living vibrantly well having survived a coma which occurred suddenly and unexpectedly which is how she was diagnosed with Type 1 Diabetes and Hashimotos. She took a stand over 24 years ago when she too was given nothing but a grim future. She knows that life can be different for people with Diabetes and is living proof of it! Her mission is to affect change in the lives of over 1 million people in the next 2 years, and to shift the paradigm and current reality about Diabetes and replace it with a Diabetes-free and Diabetes Complication-free world. It takes, heart, a holistic approach, and an army of like-minded energy healers. Come join the community!

**[www.holisticdiabetessolutions.com](http://www.holisticdiabetessolutions.com)**

**[info@holisticdiabetessolutions.com](mailto:info@holisticdiabetessolutions.com)**



# The Biggest Lesson of My Life

## Kate Unger



We must evolve in this life, but there are some things that never change!

The need for self-care and self-love is paramount for us to stand in a place of flow and filling our own cup. Often healing practitioners do not take the time and energy to love self-first. As business owners regardless of industry, we are always giving of ourselves and we have a tendency to put ourselves last.

Like the Shoemaker with the holes in his own shoes we cut ourselves off from the source and use our own energy, which has limitations.

When taking care of others, it can distract us from self-care and lead into co-dependent behaviour and addiction. There is a high of feeling good from helping someone heal or change their life, which can get blown out of context. When it does it can affect our own true value, which means we may only feel valued if we feel we have done "enough." The problem with this is that the word enough varies from person to person and if you are doubting yourself it will never be enough no matter how much you help someone. Human beings generally love to help others, SO it is important to do it from a flowing and endless space instead of burning ourselves out!

The need to help others can come from a healthy place or an unhealthy one. I know for myself I got a sense of value from helping others and when I could not make a difference, I felt like my day was wasted. I did not value myself. I did not earn to rest because I had not done ENOUGH that day. If I came home from work and treated 5 people, and I was completely drained, I felt I earned the right to sit on the couch with my feet up and enjoy a glass of wine. I know it all too well because I did it to myself. I only felt I had done enough if I helped enough people and was exhausted. This is not

coming from a place of abundance.

In 1997 I became a shiatsu therapist. I was living and working in Vancouver, I had my own office and worked in the film industry doing onsite chair massages. I worked hard, with no fear. I enjoyed my life and my work. I loved learning and the school I went to. A big part of what I learned in school was about my own healing. When I look back now, I realize that my desire to go to school was driven by own desire to heal. Funny enough the school's motto was "physician heal thyself". It makes sense that if you do not heal yourself, how will you truly be able to heal others and pursue your calling to the fullest.

On the side, I worked on my art, my music, my passion. Performing and singing filled my soul, so whenever the opportunity presented itself, I was there.

In 2000, I moved from Vancouver to Toronto to start a new life. I moved a lot over the years. I realized I kept running away, but never stayed for very long as I kept finding myself, and that was scary for me.

I started a new practice in Toronto, first joining someone else's clinic and then moving to my own to practice shiatsu. I networked and promoted, provided free mini massages, did trade shows. Anything that would build up my business and the awareness of how I helped my clients. Many of the people I met become long-term clients and some are still with me. They love working with me and I enjoy helping them feel good. I had other clients that would come with chronic conditions and they would heal within one to two treatments. I had great results and experiences in my business of healing, but I was never fully booked. Each week I would visualize more people coming. As each month and year passed it continued to be a struggle and I would continue to hope I made enough to pay my rent. I made up stories all along about the reasons I was never fully booked, it was years later that I realized the reason why.

The big reason, I was never really fully committed to my practice. I always had one foot in and one foot out! I would stare out the window and dream of being on stage, speaking, singing, acting... Inspiring people. I sometimes felt like a caged animal that was not able to live the life it was meant to live.

I never felt good enough to play full out with singing and speaking, so continued working my honorable job healing people. I spent a lot of my time, connecting and finding work through deal finders, providing price breaks and under valuing myself. Thinking eventually, it would pay off and I would make a good living.

I kept taking the action steps, recommitting to my goals, and no matter what I did it just was not happening. I realized that my heart was just not fully there. I was not complete, something was missing.

I became exhausted and burned out. I slept between patients' appointments on my table. I cried while they were face down. Then a new opportunity showed up and I felt rescued, I came alive. It gave me newfound energy and an amazing income for

years! Freedom at last I went places and had experiences I never had. It was an amazing time. Eventually the income slowed down as I became burned out once again and again, I recommitted to my office while still wishing to be on stage. The stage opportunities kept showing up to keep my hopes up, and yet the time and energy to make something of it always eluded me.

I continued to spread myself thin as time went on. Finding different ways to generate an income. It was not until multiple people told me, "you have to stop trying to do so many things or you will never be successful in anything." I knew this to be true, yet I did not even listen to my own voice. I really had to take a step back and look at what I was doing in my life.

Frustrated and feeling like I was at the end of my rope a new teacher appeared. A coach, who looked at me and said, "we need to take all these talents and skills you have learned over your life, gather them together and bring them forward together. This will allow you to charge for them and get paid what you are worth. This was a gift. Another gift followed that coach, another coach appeared and said you need my help and she has supported me in my next steps of my journey!

It has taken me over a year of developing and working on bringing it all together and I have many people to thank along my journey. When they read this, they will know who they are. This business that has blossomed out of the roots of what began so many years ago, is now feeding my hungry creative spirit. I no longer need to stare out the window and dream about it, I am living it. The more I work on the ideas and develop them, the more excited I become. Do not get me wrong, there have been challenges along this journey as well. Emotionally challenging as I bump into my limitations and false beliefs and my not so tech savvy ability. My husband Bruce is the greatest of my gifts, he keeps me going. He reminds me all the time of how far I have come. He encourages me always to be who God created me to be and to follow my heart!

I have found my voice and I am owning it; I am claiming my Joy!

My present mission that drives all that I do is to help others find and own their voice, their expression and claim JOY!

***The biggest lesson for me on this journey, has been how to truly love myself and that my friends is a journey of a lifetime!***

When I sing and speak, I am whole. I stand in the place of circle, and my cup bubbles over with love that has no end!

Thank you! Thank you! Thank you!

**Kate Unger**

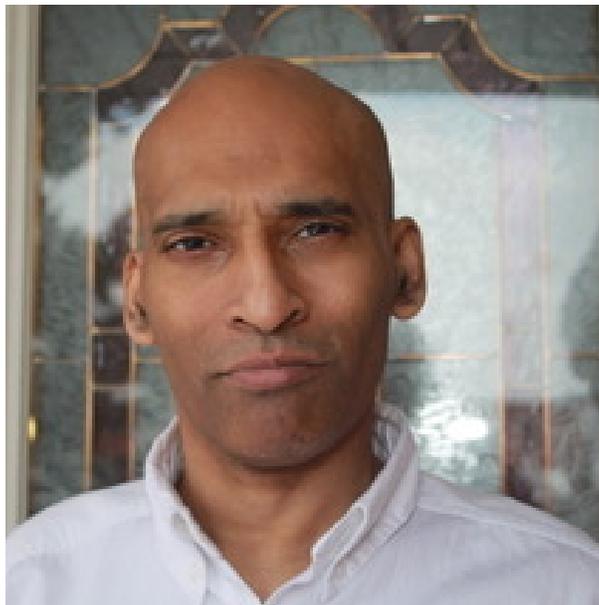
**416-854-0486**

<http://youpotentiality.ca>

[https://www.youtube.com/watch?time\\_continue=154&v=\\_4D6L\\_0Xw14&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=154&v=_4D6L_0Xw14&feature=emb_logo)

# Stepping Out of Stories of Normality

## Shiraz



### Stepping Out of Stories of Normality

The new normal is an interesting phrase. The definition of normal is: conforming to a standard; usual, typical, or expected.

While it's nice to live in the new normal, your business really shouldn't conform to normality. If you look at the lives of normal people they are typical, expected, average. You don't want your business to be like that. You want to create something special, something inspiring, something that contributes in a greater way than anything normal.

Here's the hard part. The major component of what I teach is dealing with other peoples' stories. And the world is composed of billions of stories. What we call reality, what we call normal, is just the stories that the majority of people have decided are right and true. Since stories are contagious, you can buy other peoples stories as easily as catching a common cold. Easier in fact.

I recently had a session with a client who wanted to divorce her husband. They had their ups and downs, but now she was feeling that this was it. During our discussion, she mentioned that her neighbours were in the process of getting a divorce. It turned out that she had bought the story of the wife next-door, and didn't realize it because to her it just seems like her husband had gotten more annoying, and it was time for that divorce. When she realized she had bought

the story, her need to divorce her husband went away.

Now, take this example and think about creating a business in a world where people's stories are about just how hard it is to create a business. Think about what it's like to be in a place of growth and expansion, in a world where limitation and struggle are predominant. And it can be so easy to buy those stories and think that they are your own thoughts and feelings.

I had a client that built her business to a certain level and then everything plateaued. No matter what she did, she couldn't get her business to grow any bigger or make any more money. As it turns out, when she gets together with her family on holidays, they start drinking and trash talking rich people. She was at a point that if she made any more money she would consider herself rich. Her story was double edged. One side was that if she made more money then she'd become all the bad things she had her family said about rich people. The other side was that her family would then be trash talking her. Self sabotaging her business was her best option. Notice that nothing she tried in her business would have changed her income while that story was in place. She'd find ways to make each attempt fail. This is how powerful stories are. Also note that, although she was in it, the story came from her family and she'd been in it for years without noticing.

So how do you know if you've bought someone else's story? There are a few simple signs. If your mood swings unexpectedly then it's likely you've bought someone else's story. If your business is going along smoothly and then hits some sort of snag or obstacle, you may have just bought someone else's story or hit a threshold on a current story. The point is we each have our own established normal. When your normal shifts (when you're not intentionally trying to make a shift) then you've likely bought a story that isn't yours.

The news, social media, and people in your industry are all wonderful sources for stories you don't want to be in. When you hear the stories that are out there, don't immediately buy them. First, ask if that story is beneficial to you. If it isn't, then just acknowledge it, possibly be entertained by it, and know that it's a story that people have decided to experience. If it does benefit you, then you can buy it, or you can decide to create something similar or better.

You may be saying, "I can't just make up a story and have it happen. It doesn't work that way."

Actually, it does. The caveat is that it's not your conscious mind it has to believe the story, it's your subconscious mind. So just saying that something is going to happen, doesn't make it happen. Believing something is going to happen, makes it happen. The trick here is knowing how to move thoughts

from your conscious and your subconscious. In my book, *How to Rewrite Reality*, I explain different ways to do this. For now let's look at building your business in the new normal.

Even in bad economic situations, there are always people whose businesses are thriving. These people are in stories of growth and expansion. The tendency for most people is to look at what the majority of people are doing and experiencing and to try to mould their world around those people. What you should be doing is focussing on those that are thriving. If you can, talk to them. Discover their stories. Learn from their stories. You can even buy their stories just by being around them. I know I'm not giving you any physical steps to building your business yet, but after working with hundreds and hundreds of clients I've discovered that more of how well your business does is based on what stories are running in you, than what you are actually doing. Of course, this doesn't mean you don't have to do anything, but the impact of what you do is affected by the stories inside you.

Here's an example. I was working with a woman who tried to start an energy healing business multiple times, but could never get clients. During the session she revealed that deep down she worried how she would look if she got no results in a session. She worried that she would be responsible for how well other people healed once she started her business. She worried that doing the healing business would drain her. With all this running under the surface, it's no wonder the business never took off. But notice, these stories not only stopped her from taking significant action, they prevented people from coming to her in the first place. How do I know this? Because fifteen minutes after we finish the session and cleared those stories, she was contacted for session through a job post she had made two years previously.

Now, you may not have an energy healing business, but look at the stories that were running in her mind. The first one is judgment. If you are worried about how you will be judged for your business, service, or products then you will unconsciously keep your business small. The bigger your business grows the more visible you become. The more visible you become the more people will see you, and be able to judge you. You see other people out there that are highly visible and how they are treated and judged by the media, both professional and social. If any of that upsets you then you will try to avoid it. But remember highly visible people have many clients and fans. Instead of looking at the number of people that will judge you badly, that may out right hate you, look at the ratio of people who benefit from you to those that don't. For example, let's say that for every 99 people that love you and your business one person hates you. If you try to minimize the amount of people that hate you, then you will get incredibly anxious if 10 people hate you, and you will do you things to ensure that 100 people won't

hate you. But if you look at the ratio and see that if 10 people hate you 990 people love you, and if 100 people hate you 9900 people love you, then they won't be as much resistance to having people hate you. If 9900 people's lives change as a result of your products and service while 100 people have bad or no results, overall you are doing incredibly well and improving the world around you. Don't focus on the negative and let it prevent you from creating incredible positive outcomes.

The second issue my client had to deal with was feeling responsible for her clients. Don't do this. It may seem wrong on the surface. They are your clients. You should be responsible for them, right? But when you look deeper, how many people can you be responsible for before it takes a toll on you? When you think you are responsible for someone, your subconscious doesn't just leave it at the transaction that took place. It extends into more of their life whether you're aware of it or not. Give the best service you can. Contribute to your clients in the moment. Once you were done though, they are responsible for their lives and outcomes. If something comes up for them and they have to deal with you again and give the best service you can in that moment again. But don't hold on to every person you deal with. That will quickly become overwhelming. And the story that you have to do that, will keep you from getting clients.

The last issue a client was dealing with was that the bigger the business got, the more of a physical toll it would take on her. If your story is similar then you will find ways not to build your business. This may come up as a lack of concentration. There may be lots of distractions that show up in your life. Seemingly real obstacles toward success will show up. These are all happening because of your story. You are keeping yourself from getting to that place where you will be overwhelmed with work. However, if your story is that the more successful your business becomes, the more people you could bring on to help you, and therefore the less work you have to do, then you will more likely find focus and attract those people that you need to create success.

Keep in mind that the primary goal of your subconscious is to keep you safe. So any stories you have about things in the future that may be bad (Note: not necessarily *will* be bad) will cause your subconscious to find ways to avoid that future.

I have to add here a conversation I had with a friend that I asked to review this chapter. She told me that, after reading it, she realized that she had a story that, since her parents worked so hard to create the success that they have, that has to work just as hard to create her own success. She now realizes that she can work as hard or more easily and make as much money or even more. She doesn't have to

follow her parents' story; she can create her own. Please note that I am not seeing that you can create success without working hard. I am saying constant hard work is not required. When you get out of the story that you *have* to work hard to succeed, you can work hard, work easily, and at times, not work at all and still succeed.

The one story I encourage you to get out of during these times is that life needs to be fair. If you live in a story of fairness then when you see people struggling, you will not allow yourself to thrive. That story says it's not fair for you to have money and success and happiness when others do not. If you look at life in terms of stories, however, then you realize that each and every person is creating their own story about life. And those who are struggling are simply in a story of struggle. Some are actually choosing not to get out while others simply don't know that they have other possibilities. Life is technically being fair to everyone when you look at it from the point of view that life is simply manifesting all the stories, good and bad, in your subconscious without judgement of them either way.

If you're worried about people being jealous of your business success, if you're worried about leaving people behind as you move up through success, if you feel that your money and success you should go to people more deserving, then you will either not see, or turn away, opportunities to grow your business every time they come up. You may not even realize you're doing it. An opportunity may come up, and you will find excuses not to take it that look legitimate to you, but are actually ways to keep yourself small.

The hardest part about eliminating the stories that don't work for you is finding them. Your subconscious will do his best to hide them. Just as I work with many people to discover the hidden beliefs and stories they have that are keeping them stuck in small, I get help from other people to deal with issues when I find myself stuck. I encourage you to do the same. Work with people like me to set yourself free. (Hey, that rhymed.)Your ego may tell you that these are your issues so you have to deal with them, but the ego is part of the subconscious looking for ways to keep you safe by staying in the stories you are currently in. Working with someone else is quicker and usually more powerful than working by yourself.

Your business is a reflection of you. The more you free yourself and grow, the more your business does the same.

Be well. Be aware. And be magical.

Shiraz.

<https://www.energeticmagic.com/>

[https://www.youtube.com/watch?time\\_continue=1&v=RqU4fuMo6sE&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=1&v=RqU4fuMo6sE&feature=emb_logo)

# Mickey Burns



**Mickey Burns, Toronto, Canada  
Black Oxygen Organics/NuWTR  
Founding Platinum Director**

**I have been a professional direct seller for 20 years, always in the field of health and nutrition. These unknown Canadian Fulvic Minerals are Mother Nature's best-kept secret, offering life-changing results sometimes in just a few days. Fulvic Minerals can be taken by adults, children, pregnant and nursing mothers, athletes, pets, livestock and even help your garden grow like mad! Please give me a text, call or email and I'd be happy to send you a free 3-day trial. I look forward to speaking with you soon!**

**416-795-8047 mobile**

**mickeyburns888@gmail.com**

**shopblackoxygen.com/mickey**

[https://www.youtube.com/watch?time\\_continue=4&v=nHI76tVPJt0&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=4&v=nHI76tVPJt0&feature=emb_logo)



# Rosa Lokaisingh



**Rosa Lokaisingh, CEO/Founder, Connecting YOU.**

**Business Connector/Matchmaker/Coach/Author/Speaker/TV Host of 'Connecting YOU Today' Show, with over 25 years of teaching networking skills to both employees and employers in both the corporate and the not-for-profit sectors. In the last 4 years, Rosa has transitioned to connecting and matching business owners in collaborative partnerships for accelerating business expansion. She is dedicated to working with heart-centred trailblazers and changemakers, who are committed to building thriving business communities and contributing to social entrepreneurship.**

**To Learn more, please listen to the Presentation on:**

**The Power of 'LIVE' Connections – LifeCon Pro Online Conference June 08, 2020**

**<https://youtu.be/B1WGR7NQcGU>**

**OR Contact us for a 30-minute Complimentary Discovery Call**

**Rosa Lokaisingh**

**CEO/Founder, Connecting YOU**

**[www.connectingyou.ca](http://www.connectingyou.ca) [rosa@connectingyou.ca](mailto:rosa@connectingyou.ca)**

**Facebook: [rosa.lokaisingh](https://www.facebook.com/rosalokaisingh)**

**LinkedIn: [rosalokaisingh](https://www.linkedin.com/in/rosalokaisingh) Mobile: 416-419-2531**

**[https://www.youtube.com/watch?v=B1WGR7NQcGU&feature=emb\\_logo](https://www.youtube.com/watch?v=B1WGR7NQcGU&feature=emb_logo)**

# Paul Litwack



Since 1976, as the Capability Improvement Coach(R), Paul Litwack empowers leaders to achieve improved, measurable results, guaranteed.

In 2012 he launched [www.GetUNstuckNOW.org](http://www.GetUNstuckNOW.org) for those ready to apply proven resources to create a more compelling future. He is featured in 'Ready, Aim, Soar!', Amazon Best Seller, the Expert Insights System for business growth and success in the 21st century. Dr. Joe Vitale wrote the foreword (part proceeds go to charity).

Paul Litwack designed and led the Executive Coaching community practice of the International Coach Academy (Australia) and is Director of the Institute for Professional Advancement (Canada). He is a Resource speaker coach for Vistage (previously, The Executive Committee TEC, the International Advisory Board for CEOs).

With a unique balance of fun and a focus on performance, he was selected to the 'Top 100 Corporate Coaches in the World' and recognized as a "Success Story" in Canada and the U.S. Paul Litwack's professional coaching, thought-provoking Keynotes and customized training are based on 30+ years of real world experience in successful leadership assignments from the 'back room' to the Boardroom in six countries. He's community-minded too: a week after 9/11, he volunteered at Ground Zero.

Paul Litwack's licensed sales, leadership coaching and certification programs have been delivered in significant groups including: IBM, Toyota, the Society of Management Accountants, the International Organization for Entrepreneurs and the International Customer Service Association. He professionally served on significant Association/Organizational Boards - recently as Membership Portfolio Chair for the International Coach Federation ICF Toronto Chapter. He also served on the founding Boards of Directors for AIC, the Association of Independent Consultants and CAPS, the Canadian Association for Professional Speakers. He co-led the Accreditation Committee of HRP, the Human Resources Professionals Association. sales leadership coach Toronto

<http://paulitwack.brandyourself.com/>

**Thought Leaders , Visionaries &  
Influencers  
Vol 3**