



Marie Forleo's

Rich Happy & Hot

Virtual Mastery Program

5 Essential Mindset Shifts for Rich Happy & Hot Entrepreneurs Training Call Transcript

MARIE: Hello, party people. This is Marie Forleo and welcome to our first Rich, Happy, and Hot Virtual Mastery Call.

So I'm here in New York and I am so thrilled that we have such a diverse and powerful group of entrepreneurs, just inspiring and creative people from all around the world who have jumped in and signed up for this program. I kind of have goose bumps and I'm a little shaky right now because it's been such a dream of mine.

I'm really blown away by this response so just to give you an idea of where everyone is from, so far that I know of, we have participants listening in from all across the United States, coast to coast, from Canada, the Netherlands, Mexico, Australia, Spain, the UK, Brazil, and Germany and I don't know if I missed anybody but if I did miss your country, do me a favor and when you log in to the private social network which we're going to talk about in just a minute, find my page and let me know cause it just tickles me when I think about the power of technology and the power of connection and the fact that there are entrepreneurs all over the world who have a passion like I do for transformation and the lifestyle of living in the moment and for growing and creating incredible businesses that are not only profitable but that make a huge difference in the world and that's something I just want to talk about.

Just, you guys, it's like there is no other program on the planet that I know of that's like this, meaning there is not entrepreneurial mastermind out there that focuses also on lifestyle and really on... You know enlightenment's kind of a heavy word but it's really what it is. It's about being free from all of the crap that's in your mind and dissolving the mechanical, robotic ways in which you operate into life and really living from your brilliance on a consistent basis; combining that possibility with marketing and business growth and team building and staying in action.

You know there's been nothing out there and it's been a secret dream of mine for a long time to create it and I remember when I first thought about this, I was like, I was nervous! I thought, "I don't know if anyone is going to go for this. I don't know if I'm just all by myself thinking that these two things really go beautifully together or if there's a whole crew of people who would feel the same way" and I'm so thrilled that I did put this together because just based on the response, it's like there's a lot of us and my supposition is that there's a whole lot

more and that as I continue to do my best to get the word out there that we're going to have a lot more people to play with, as the months and the years go on.

So before we move on to a little housekeeping, I know some of you have heard her on the line and if you've been on my other programs, you definitely know this very special woman but I want to introduce you to Lisa Wilder.

She is just an incredibly talented, insightful, warm, compassionate woman who is just brilliant at what she does and I feel like one of the luckiest people on the planet that Lisa, you and I hooked up so welcome to the call.

LISA: Thank you, Marie, and I just have to say, I feel like I'm one of the luckiest women in the world to be a part of this with you because it's been a dream of mine as well to be a part of the program like this and I am so flippin' excited to be here and so excited to see such a wide range of women and men on the call today and in the program.

MARIE: Yeah, that's really, really cool. So let's deal with just a little bit of housekeeping.

So our first Q&A call is this Thursday, March 19. That's 3 p.m. Eastern Standard Time.

Well, you know what? I'm getting a little feedback. I don't know if, Amanda, if you're on the line or I just hear some rustling around if either of you guys need to mute yourself with star 6, that would be great. Cool, the feedback went away so thank you.

So once again, the first Q&A call is this Thursday, March 19th at 3 p.m. Eastern Standard Time.

So even if you can't make the live call, we've got a place on the forum for you to submit your questions and we're going to do our very best to answer as many as we can.

Once you log into the forum, there is an express yourself category and it's titled 'Questions for Live Q&A Calls.' It should be pretty easy to find but if you have any trouble, you just let us know and we'll direct you to it and as we're on that topic, let's talk just for a moment about the 24/7 Private Virtual Mastery Forum.

You know this is one of the most powerful aspects of this kind of program because basically, for the rest of the year, you have a place that you can go any time of the day or night and interact, whether you want to share an idea, you want to get feedback on a new project that you're working on, maybe you've created a new piece of marketing copy, maybe you just have a wild inspirational thought and you want to know if anyone else thinks it's a cool idea or you have a win or you find yourself stuck in a place where your project is moving ahead but you're like, "Darn, if I only knew this piece, I can move it forward."

I guarantee you, there's a very high likelihood that when you pop in that forum, there's going to be someone on there or a post that's already created or a resource that we have available that's going to allow you to move forward faster and more joyfully than you've ever imagined.

Be sure to check your spam filters and if you don't get the message or you simply can't find it, email Amanda at info@marieforleo.com and we'll make sure that you get that. Lisa, was there anything that you wanted to say additionally about the forum?

LISA: Well, you know me, Marie, I am so incredibly passionate about these online communities that we've had with the programs and so I want to let everybody know, please, please, please, don't underestimate the power of that forum. Dive in. The connections that you can make with others can... What you can get out of the program is going to be exponentially greater if you're in there playing full out.

MARIE: Yes, I agree. I agree 100% and I know a lot of forums and a lot of other people's programs like they just kind of stick them up there. It's what's called a value add. Someplace where it's like, "Oh, that sounds really good and we can charge more money if we have it" and with me and with Lisa and the way that I'd like to do things, I don't do anything for the fluff factor so it's really there so you guys get value out of it.

In the past programs that we've done, that we've had the forum, it's friggin' remarkable. How much more value comes out of sharing so Lisa's very active in there. I'm going to be in there a lot, as much as I possibly, possibly can but we have a lot of people in there including folks from my High Level Mastermind, the Rich, Happy, & Hot Mastery members and those guys, we just had a call with them earlier, they are doing amazing; just amazing, amazing things so they're incredible resources and leaders for you guys to tap into as well.

The second thing I want to cover, this was a big question for many people joining the program, knowing intuitively that this is the place that they wanted to be but had questions like, 'Oh, is this for newbies or is this for more advanced people?' And "What if I don't have a business quite yet?" Or "What if I have many businesses?"

And I'll tell you, you're going to discover that there's a huge diversity in this program not only in businesses but in experience and in fields and I do that for a reason.

It's really, really important because first of all, we're all here for a common purpose and that common purpose is about combining the power of a transformational lifestyle, in other words, just living in the moment like we've discussed before with entrepreneurship and creativity.

So the strategies and the principles that we'll be strengthening together are going to serve you no matter what business you're in or what you're creating and when we happen to drill down into some specific tools and marketing techniques and strategies or we talk about social media. We will demonstrate ways and give you examples that are going to be relevant to your business and even if they're not currently relevant to your business or what you're up to right now, I guarantee that these discussions are going to spark new possibilities for you that you've never considered before.

One of the things I don't appreciate when you have everyone in a program who's at the exact same level or they're in the exact same type of business is that it gets a little incestuous. It's like everyone pulling up their carriages and standing in the circle and looking at what the other one's doing and then it just turns out to be the same stuff over and over and people lose their sense of innovation and the beauty of having so many different people in here is that there's going to be folks in the program who maybe you have experience to share and you can help them along the way and at the same time, there's someone that has a connection or an area of expertise that you've never considered or been exposed to because maybe the groups that you've been in before were very kind of monotonous and everyone was in the same place so I just think that that is one of the most unique and powerful components of this program and it's really about who you're being.

One of the things that I've noticed for myself is when I first started out, there's a lot of fear that I have about whether it's launching a new program, raising my

prices, going to get an agent, whatever I was up to, there was a certain level of fear.

The funny thing is that as my business has grown and as I've gone through different shifts and transformation over time, fear still pops up. So the same things that can stop you when you're trying to grow a business to say, \$60,000 or \$70,000 or \$100,000 are the very same types of things that can get in your way when you're going to a million or 5 million or 10 million and I've had the luxury of having friends on every different level and some of my friends who are running multiple, multiple million dollar businesses have similar type inherent challenges that come along even when you're at the lower level.

Now obviously, some specifics may change but I'm talking about the core things that hold us back as human beings. Those things are universal and those are a lot of the things that we're going to be helping you dissolve throughout the year and I got to tell you, it's going to be really fun and really easy should you so choose.

The third thing I want to mention to get us started on the right foot is that a big part of everything I do and all the programs I create, one of the core ideas is about taking care of each other. We're talking about this a little bit on our mastery call earlier this afternoon and I was saying, something as simple as if you're not going to show up on a group call, where there's accountability factor, you know what I mean?

It's kind of like, if you told people you're going to a party and everyone expects you to come and then you just don't show up, you get everyone at the party worried about you. If you don't send an email or a text message and in a way, in this environment, it's like everyone matters. Each person who signed up matters.

So your energy in the forum matters. Your energy on the calls matter. If someone puts out a question, take care of them. Even if you don't have a response but you can offer a word of encouragement or some kind of insight or say, "Hey, I really hear where you're coming from and I'm sure we're going to find the answer to this," the focus has to be on taking care of each other.

A good friend of mine, his name is Joe Polish and I've mentioned him before. He's an amazing person, really good friend and just a genius marketer.

One of his favorite things to say is that "Life gives to the giver and takes from the taker." And when you interact and you mastermind with folks in our community, I want to suggest this. Spend more time commenting and sharing feedback and support versus asking for things for self-promotion.

Now, there's absolutely nothing wrong with promoting what you're up to. There's absolutely nothing wrong with asking for help but if you have your intention on taking care of other people as a lifestyle, I guarantee you that your business and your life will expand in ways that you can never imagine.

Now, I'm not saying like I have this handled. I am constantly looking for ways to take care of people. As a silly case in point, Josh, my fiancé, who I think all of you guys on this call know about and if you don't, you'll hear a lot about him this year.

He's busy. He's teaching a lot. He's shooting "Law and Order" right now and this morning, I was getting ready for this call and very excited. We're putting the final touches on everything but I could see a level of just tiredness in him, that he needed a little extra TLC so I made it a point to just get up and get his tea and kind of get things straightened up around the house and do everything I can so that he's taken care of and I know an earlier version of me would have been like, "Well, I have my business and I have to... These big calls today and all these emails to send out and..." and had all the attention focused on me and what I need and I have to tell you, it's supported me in getting things done and preparing for this call in such a beautiful way because I spent the first part of my day without my attention on myself.

So whether this is your loved ones, whether this is a client or a customer or people in our program, I'm really encouraging you to go for taking care of people as a part of this Rich, Happy, and Hot lifestyle cause this is really a training program and mastery and that is an essential component to it. So before I go on, Lisa, is there anything that you want to jump in and add?

LISA: Just a little bit more encouragement to when you do pop into the online forum, to go and explore and play with it. You're not going to hurt anything. There's going to be a little bit of a learning curve for those of you that are not familiar with the environment but you'll work through that really quickly if you just get in there and pucker around and have fun with it.

MARIE: Yeah, that's a great, great, great point. Oh, and the other thing I want to tell you guys is this. We have a lot of folks listening on this call. Just in case Lisa or I get bumped off the call, don't be alarmed. Just hang on. We'll pop back on.

Sometimes technology and these bridge lines have a way of doing that so if one of us just goes into the abyss, hang out. There's no problem and at the same time, if you happen to get bumped off the call, just call right back in and you should have no problem.

So let's talk for a moment about how to get the most out of this program and your life. So the super big and major key to getting the most out of our Virtual Mastery Call has to do with one word. One big, important, juicy, delicious word—LISTENING.

True listening is when you hear what's being said from the point of view of the person who's talking.

So many of you guys have worked with me before. You've heard me speak before. You've been on my other calls so at this moment, you could be checking out, going, "Oh man, I know what Marie is going to say right now. I've heard this all before."

Guess what? That's a version of not listening. So even if you've done this with me lots of times, this is an opportunity for you to reengage and even further strengthen your ability to truly listen.

Now what's going to support you in that on a physical level is taking a look around, seeing if you need to turn off your computer, or close down your laptop, or if you're not calling in from a cell phone right now to turn off anything that can ring or Blackberry or anything like that because ironically enough, and I know this is going to sound kind of strange but it's actually true, what we say on these calls is not as important as you being here to listen to it.

Now, if we were all together in person, it would be really easy for me to see who's listening and who's not because if you know, you're looking down at the floor or you're looking at the ceiling and you're not directing your attention to who's talking, it's kind of easy to pick out when you're in person, everyone's in the same room but because this is a teleseminar format and because we're in a virtual world, you've really got to pay extra attention to not drifting off in your thoughts and here's the thing.

Everybody drifts off in their thoughts so it's not a failing when you do it but the key is to catch yourself when you go away and then just bring yourself right back.

So for example, if I were to talk about shopping in my favorite dress for the women on the line, an image of a dress might pipe up in your mind and you may think like, "Oh, yeah, I need to go shopping too" and then bam! You're gone.

If that happens, notice it. Don't make yourself wrong for it and just bring yourself right back cause here's the thing.

This whole game is based, the foundation of it, on training yourself to be here, to be fully engaged wherever you are, moment to moment so the only way that can happen is through true listening.

If you don't do it and if you're trying to just listen to hear what may be relevant for you or anything like that, you just kind of check out and come back in every 15 minutes, I guarantee, this program is going to be a waste of your money and more importantly, you're going to be stuck with the same frustrations and the same obstacles that you came into the program with.

So that's really all I want to say about listening, oh, besides this. That's actually not all I want to say about listening. Josh is writing a book. He has a course that he teaches about Committed Impulse which is an approach to acting that he's created that's based in bringing the truth and acting in the present moment and accessing your physical truth through your body and through your environment.

That's not about rehearsing or going back or recalling emotions and it's really quite brilliant work and he's been writing his book which is actually done. We're working on some final edits now and he calls what happens when people aren't listening, he calls it 'Fake Listening Syndrome' and I thought that was really funny that we all fall into fake listening syndrome and I just want to give you a few examples of what fake listening syndrome is so you can distinguish it from true listening.

So fake listening syndrome looks like this: When you are either agreeing or disagreeing with what the person is saying in your mind. So you're not really listening but you're just playing mental volleyball in your own head.

Finishing the person's sentence for them before it comes out of their mouth. Another version of fake listening syndrome.

One other way that we fake listen is if you are hearing something and comparing it to a book or another program or something that you've experienced before.

What happens is you take the information and then you go away in your mind to reference whatever you've experienced in the past and then when you come back to the moment, you're already lost.

So those are just three little examples of fake listening syndrome and what I want you guys to do is just almost act as if you're a blank canvass where you just want to catch the communication coming at you and in this case and in this moment, it's me talking and you'll also hear Lisa today but when we're on the Q&A calls, it's going to be a lot of folks talking and when we're not on these calls and you're out on your life, anyway is fair game to practice true listening.

So I really want you guys to give that a go and we'll talk more about that later but especially on today's call, just be here and let's talk about taking notes just for a minute.

On today's call, not really a need to take notes. I mean if you want to have a pad down, if it makes you feel good, that's cool but what I discourage. I don't want you guys to do, do not frantically try and take notes and record everything I say. First of all, because the calls are being recorded so you can listen to them again and again.

The second big reason is because we're getting these transcribed so this is the first time we've ever offered this. So you don't need to take notes and as long as it takes to get the transcription up, you're going to have that and then you can go back and highlight and circle and make your own notes if that's what you want but for these actual calls, listening is going to be the real deal.

Figure it like we're going to the gym. You know the time that you're spending with me whether you're listening live or on the replay, this is your in the moment workout. You wouldn't go to the gym and like sit your butt on the floor, you'd actually do the treadmill. You'd do some crunches. You'd do whatever you're going to do to get your workout in for that time you were at the gym.

Very similarly, on these calls, true listening is really the way to go so before we get into the topic for today, let me see if Lisa is there anything that I've missed or something that you want to add in?

LISA: No, let's rock it.

MARIE: Okay, cool. So the topic for today which I know has been mystery cause I haven't talked about it and I really took a look at what was the best way to kick us off and I saw that what we should talk about is this: Five essential mindset shifts for every rich, happy, and hot entrepreneur. So five essential mindset shifts for a rich, happy, and hot entrepreneur which are all you guys since you're in the program.

So the first thing we're going to talk about is this: You've got to get that your ideas, your passions, and your creative dreams are here for a reason. Your only purpose on the planet is to create and to be of service.

So here's the directive I'm going to give to you all guys and here's where a little tough love comes in. You've got to quit indulging in your petty thoughts and train yourself to be bold and out there and be of service.

All of us, myself included; we've all got to give up the indulgence in our thoughts that say, "I'm not good enough. Who am I to do this? What if no one likes me? What if no one buys my book or signs up for my program? What is it doesn't work?"

These are all whiny, crappy, just poopy little thoughts that have absolutely no basis in reality.

Remember, you have a mind but you are not your mind and you are also not those petty little, whiny thoughts that you have in your mind so that's why it's essential to really, really train yourself in the lifestyle of transformation because you get that, no matter what that crap talker is doing up in your brain has no relevance on reality.

And I can't tell you guys how many times I've had the thought like, "Oh man, no one's going to be into this or what if no one reads my book or no one this, this, or that."

And I'm so thankful that I trained myself to hear it, go "Yeah, thanks for sharing" and get back into what I'm up to cause it's made all the difference in my world and I know that many of you guys, regardless of whether you've been in business for years or you're just starting out, you have those thoughts. You have those ideas.

If you're transitioning into a new part of your business, I am sure you're having the considerations like, "Uh-oh, what if this doesn't work? What if no one likes it?" And listening to those very thoughts, it's kind of like putting your foot on the brake of your life and then weeks and months and years go by and no results happen.

So you've really got to get that your purpose in this world is to create and to make a difference and even if you have those thoughts, they're kaka. You don't have to listen to them. They're not true. They're not relevant.

So whatever you're working on right now, whatever you're dreaming up, whatever idea or business that you want to see grow or come into reality, you've got to be willing to set aside those thoughts, to not give them any credence, to not believe them and simply get yourself into action. Miss Lisa Wilder?

LISA: I love this one because there is nothing more exciting to me than watching entrepreneurs take an idea and just run like hell with it and it truly is a key to great success. Ideas are fabulous and I know that we've got a group full of really intelligent, creative, inspiring people in this program but ideas are only going to be beneficial if you act on them, if you get into action with them and just put them out there.

MARIE: So I want to share a story with you guys that I found really inspiring and it was actually on the news over the weekend.

Over this past weekend, Lisa and Amanda were actually here in New York and it was an incredible time and I think on Sunday night, Lisa, myself, and Josh, we were here on the couch and we were watching the nightly news and we learned about this incredible 8-year-old and I want to talk about this right now because if this 8-year-old girl can do it, you guys can do it too.

So I'm just going to read you a little bit of the article. The title is "Girl Scout's Cookie-Selling Scheme Crumbles".

"The cookie crumbled for young Wild Freeborn. The precocious 8-year-old Girl Scout came up with an idea as independent as her name to hit her goal of peddling 12,000 boxes of Girl Scout cookies this selling season..."

So here's what little Wild did. "With help from her Web designer dad Bryan, Wild published a YouTube video in which she made a perky personal pitch: "Buy cookies — they're yummy!" By setting up a selling operation online [though], she violated Girl Scouts of USA rules that ban Internet sales."

So here's the interesting thing about this, she was on "The Today Show" and she was talking with Matt Lauer and here's one of the things that I found so fascinating. She says, "Last year, my friends and I were looking through magazines that had Girl Scout camps and we thought that it would be really fun' and she knew that selling 12,000 boxes would be enough to send her troop to summer camp.

So Wild tried selling cookies the old-fashioned way, hitting neighborhoods and businesses. But then she approached her dad and asked, 'Why can't we use what you do at work?'

So [dad] Bryan obliged by helping his daughter put a decidedly modern twist on the nearly 100-year-old tradition of Girl Scout entrepreneurship." So listen to these numbers, guys. This is pretty amazing. "Right out of the cookie box, Wild's online operation was a hit. In fact, she had already moved some 700 units at \$3.50 a pop before disapproving parents dropped a dime on her with local Girl Scout officials."

So you know what that translates to? That's \$2,450 in friggin' cookie sales by an eight-year-old from being innovative and putting a video online.

Now, you know the rest of the article goes on to talk about whether or not it's probably safer in this day and age for Girl Scouts to sell cookies online because they don't have to walk up to people's doors but that's besides the point.

What really struck me was that this eight-year-old said, "Why not? I have this idea. I want to take all my friends to Girl Scout summer camp."

She had a huge why. She wanted to make a difference, not just for herself. It wasn't about her getting ahead or her selling 12,000 cookies because she wanted to buy new Barbies. She wanted to have an experience with the rest of her girlfriends and she looked at any which way she could do it.

Personally, I think that the Girl Scouts were idiots for stopping her because this... I just am like, "Oh my God! This girl is an incredible entrepreneur at 8 years old. She's leveraging technology. She's leveraging her time and her effort" and they took it down.

From what I followed just checking it out on the web and doing some research on this, it seems like they're going to allow her to do it but they kind of want to level the playing field so it's all going to work out for little miss Wild Freeborn but the point is this.

If an eight-year-old can bypass her thoughts about, "Well, what if it doesn't work?" And just go and do it, you can too.

So don't believe those thoughts that, "What if it doesn't work? What if this or that?" Any of the petty, whiny, insignificant type thoughts that may cross through your mind, they're irrelevant. Use Wild as a little inspiration as I'm doing to just say, "You know what? We're going to do this."

Lisa, I don't know if there's anything else you want to add before I move on but I just friggin' love this story. I just think it's amazing.

LISA: I do too. I just thought it was phenomenal. It's such a great example and inspiration.

MARIE: Cool. So we're going to move on to Mindset Shift No. 2. I want to talk just for a minute about the idea of turning pro. So Mindset Shift No. 2 is about turning pro and I'm going to actually go back to reading you guys a little piece from an amazing book called The War of Art and it's by a guy named Steven Pressfield.

If you don't have this book, I would highly recommend getting it. Once again, we can actually, Lisa, make... If you want, we can now just make a note or Amanda to post this name and title in the forum so everyone can get themselves a copy

but I want to read you something that's on page 79 and it talks about "A Professional Acts in the Face of Fear".

Steven writes, "The amateur believes he must first overcome his fear; then he can do his work. The professional knows that fear can never be overcome. He knows there is no such thing as a fearless warrior or a dread-free artist."

What Henry Fonda does, after puking into the toilet in his dressing room, is to clean up and march out onstage. He's still terrified but he forces himself forward in spite of his terror. He knows that once he gets out into the action, his fear will recede and he'll be okay."

I read that today and this morning when I was thinking about, "What was going to be the most important thing to talk about on today's call?" This whole idea of turning pro is just so brilliant.

When I first started my business, I remember treating it like it was a hobby or like I was an amateur. You know what I mean? On so many different levels, it was like, "Oh! I didn't get the full business account" or "I'm just kind of dabbling in this." Not only in the way that I've represented myself, I mean I've always done a pretty good job but in many respects, I wasn't operating like a pro.

I'm getting a little bit of feedback. I think that just went away, okay.

So operating like a pro, let's take a look at a business for just a moment so how does that look like for your business? What else can you do to start operating like this is who you are? This is what you do?

If you're working on a book for example, even if you haven't been published yet, can you just start saying, "I'm writing a book"? "I'm writing a children's book"? When people ask you what you do, can you represent yourself like that?

For some people, it's a matter of just getting business cards made up. I'm kind of shocked because I have many private clients and people that I meet and when they tell me about what they're up to or they're just starting a business, I'm like, "Oh, do you have a web site?" And they're like, "Oh, no." And, "Oh, do you have some business cards?" "Oh, no."

It's like they're treating their new business like a hobby and I was saying to one of my clients, I said, "What email address are you using?" And it was like an AOL email address and I said, "Wouldn't it be better for you if you left an AOL email address and just booked your own domain name and so it can be yourfirstname@yourfirstandlastname.com."

So this idea of turning professional even if you've been in business for years, here's how to kick it up a notch for you. How can you start interacting with every moment of your business and every moment of your day like you're a professional?

So when you wake up and you go to pour your coffee, in that moment, you're a professional coffee pourer. You pour the coffee with exactness, with brilliance. If you spill a little, you clean it up. If you're making coffee for someone else, can you make it so precisely and so wonderfully that you make it exactly how they want?

And then when you're going into the shower, can you become a professional shower-taker? Can you really, really be there? Wash your hair fully. Shave whatever you got to shave. Scrub whatever you got to scrub so thoroughly and so wonderfully that you, in those moments, you are a consummate professional cause here's the thing.

You start operating like you're a professional no matter where you are, I guarantee, no matter what you want to create in your business or what you want to create next in your business, it's going to be seamless. When you're operating like an amateur in your life and again, whether that's making the bed in the morning or that's putting together a proposal, how you do one thing is how you do everything.

So I really love this idea of turning pro and you know, the thing that Steven Pressfield was talking about in the book about Henry Fonda and as an actor and as an entertainer, we all have these ideas that professional people like don't get scared. You know what I mean? That they're not nervous before they do something or that the idea of this professional actor right before he goes on stage, throwing up in the garbage can, for some people, they're like, "Oh, that's crazy!" But he's a professional. He does what he has to do. He has nervous when he has nervous and he goes on and he performs what he's going to do.

So for you, take a look in your own life, if you have a project that has yet to come to completion, are you operating like an amateur? Are you treating it like it doesn't really matter?

One of the other things that Steven Pressfield talks about in his book which I think is just so brilliant is if you have a job if currently you have a job or if you've ever had a job, it's like there's no choice. You wake up and you go. Unless you want to get fired really fast, you show up and you do what has to be done.

Oftentimes, with our creative or entrepreneurial dreams, it's like we let the fear take over and we get sidetracked and we don't treat our lives like it really matters or our ideas as though they really, really matter like everything you do matters because it does.

So before I keep going on this, Lisa, I feel like I want to open it up to you because I'm just going on my tangents, which are fun for me.

LISA: I love this one and I love the example that you just gave about if you're working on a job outside the home, you just get up and you go and I think that sometimes what entrepreneurs, the trap that they fall into is that there isn't a boss they're reporting to. There isn't a co-worker sitting, waiting for them to complete something and so it's ever so easy to let ourselves off the hook.

MARIE: Right. You know and one key point here cause I feel like I heard someone going, "Yeah, but the whole point of being an entrepreneur is freedom and I can do things whenever I want." Absolutely, being a professional doesn't mean you're a hard core professional in that you don't have fun.

For me, I've often talked about this like my body clock, I don't like waking up early. It's just not how I do. It's not me, right now, at least. Some points in my life, I wake up nice and early and that seems to be what happens for a little while but currently, my nature is to wake up a little bit later and then I stay up later but so it's not about having this rigid thing of you have to have this 9 to 5 schedule. That's not what we're talking about.

What we're talking about is stepping into the possibility of treating your business and your life like everything matters, like you are a professional so if you walk by in your home and you see a light bulb is out that you become a professional light bulb changer in that moment and you change it with excellent; that when you go to get the mail and you go to get your bills that you take them out and you

handle them with excellence, like a professional mail collector or mail organizer would.

You guys, I know that we have the line muted out but I'm hoping that I'm hearing some, "Yeah, I get it. Yeah, I know what you mean cause this is really, really important" and if you're just starting your business, some key places to look for your web site, your web site presence, how you present yourself, how you talk about yourself and surely, the amount of time and energy that you're giving to your creative and your entrepreneurial endeavors.

So moving on to Mindset Shift No. 3. This one is really cool. This one I think is very unique to me cause this how I operate in my life.

So the Shift No. 3 is everything is figure-outable. Everything is figure-outable so any idea that you want to see come to life or any challenge you may have in your business or something that you just want to create, so many times I hear from entrepreneurs that they get stuck. They're like, "I've never done this before. I have no idea where to start." You know what I mean?

It's like there's this big abyss out there and there's you and then there's this imagined big gap and there's where you want to be.

One of the things thankfully that I was given, it's like a gift that I got from my mom. My mom operates like she can do anything.

I remember when I was growing up, it was kind of interesting. Anytime something would break, like a radio or a TV set or something electronic in the house like a heater, she would fix it. Like I remember times when she's got on the roof and like replaced a piece of roofing cause it needed to be done and I used to sit there in awe of my mom and times I still do going, "How the hell do you know how to do all this?" She's like, "What do you mean? Anybody can friggin' figure this out."

If you've known my mom or if you've ever met her, she's nuts. I love her. She's amazing. She has a mouth like a truck driver which is probably where I get it from and she's funny as heck but from her point of view, it's like, "What are you talking about? How can you not do this?" If you just look something up or read a book or tinker around enough, you figure it out.

And when I started talking to my friends, I realized that my perspective that everything is figure-outable is somewhat unique because people ask me like, "Well, how do you get this done?" And I'm like, "Well..." and I pull up my computer and we start Googling and within five or ten minutes, we have a whole list of potential answers to what was, moments ago, unfigure-outable.

I just want to tell a story actually of someone who is in the program and I'm sure she won't mind at all if I share this. My friend, Caitlin Ward, who is just not only a close friend but an award-winning costume designer and just one of the most talented people I've ever met.

So she designs costumes for film and for television commercials and also for theater. She's done just a tremendous amount of work and she does things that my mind just goes, "Whoa! I can't even believe she produces them."

Not so long ago, she was talking to me about creating a children's book and also having aspirations for doing a line of organic toys so like plush toys for children that weren't just flimsy things that you could get in McDonald's Happy Meal but things that were more artfully created and really had attention to detail and we were sitting here in my kitchen like we always do and we're having good food and having some tea and she's talking to me about this and she's like, "But Marie, I don't know where to start! I don't know how to get... I've never done this before."

And I remember my jaw kind of dropped and I was like, "Caitlin! Are you for real?" And she's like, "What do you mean?" She's so cute. You guys will get to know her in the forum. She's awesome.

She's actually in Lithuania at the moment working on a particular theater play out there. She's just incredible so she'll be around when she can but the point is, on the internet, we did a couple of quick searches and within five minutes, we had connections for her in the same type of organic wool that she had been envisioning and it turns out, the link that I found to a company that produces organic wool that can be used to make anything is owned by someone whose brother went to high school with up in Vermont.

So she has this amazing connection that came out of seemingly nowhere and a person she can talk to about doing exactly what she wants to do. Within the next three days, Caitlin had called me and said, "Marie, I can't wait to tell you. I've now registered for the Annual Toy Fair at the Jacob Javits Center and I said, "Great, Caitlin, do you have business cards?" She says, "No, but I'm going to

make them up.” And within a day or two, she had business cards created that said, “Children’s Book Author and Toy Creator or Toy Designer”, whatever she put on her cards.

I was so impressed because she had the idea that she couldn’t figure it out. Not only did she let herself be supported but then she took action on it.

Now, the last time I saw her was actually in San Diego cause her and her husband Rod split their time between LA and New York. Her children’s book, she’s almost done illustrating the whole thing and she brought me samples of organic wool so I could see.

I thought that was freaking amazing but it’s a result of her being willing to say, “You know what? Everything is figure-outable.” She took on my perspective and started running with it and now, together, we’re having so much fun. Now, she’s creating them and she also wants to create and you guys participate in that as the year goes on.

So Lisa, you want to jump in here?

LISA: Actually, I do. One of the other things that you can do and it ties into this whole aspect of everything being figure-outable (I love that phrase by the way) is that if you do a Google search and maybe you’re not quite finding the information you’re looking for, that is the beauty and the power of tapping into your network or community, like what we’ll have here with this program.

The key is being willing to let go of the fear of admitting you don’t know it all already. You’ve got to be able to jump into your network into your community, reach out to friends and family and colleagues and say, “I don’t know how to do this. Do you have any resources for me?”

And it’s really incredible, the whole thing about six degrees of separation is very, very true because from the story that you just shared, Marie, it sounds like it’s at least possible that she might have come across that same contact had she reached out to her brother!

MARIE: Mm-hmm.

LISA: He might say, "Hey, you know what? This guy I went to high school with is running this company. That'd be perfect.

MARIE: Absolutely. You know, it's really a testament to the fact that all of us don't know how to do most things. I remember when I first started thinking about writing my book *Make Every Man Want You*. I had no friggin clue about self-publishing or even what that would entail or what that meant. I had no idea. I was like, "Where the hell do I find an editor? Who am I going to get as a freelance editor to edit my book?"

And again, thanks to mom, I have that drive in me to go, "All right, well someone's got to know and let me just start talking to people and I'll figure it out."

So part of the beauty, the fact that you're in this program is we can all help you figure it out - but take on that perspective. I encourage you. Own it as your viewpoint now that everything is figure-outable.

Just to give you one more quick example, I've had this dream. Maybe you guys know about it. I want to launch my sauce empire. I cook the most amazing 12-hour-spaghetti sauce that you will ever taste in your entire life. Hands down, I have no qualms in saying it and Lisa, you actually got a chance to sample some of the gold while you were here and you can give a little live testimonial if you want.

LISA: You guys can't see it but I'm grinning from ear to ear. I love the way you totally own that your sauce just flipping rocks and yes, it does.

MARIE: It's kind of addictive, right? Like Josh and Zane are like, "What did you put in this? Is there crack in this? What are you doing?" Cause it's so good, it's like ridiculous.

Anyway, let me keep moving. Using the social networking tool called Twitter, I was very enthusiastically tweeting about my sauce and found a woman who, in Canada, does small batch runs of specialty sauces. I had done some Google research. I hadn't quite found the right person and within ten minutes via Twitter, from me just expressing myself and talking about what I was passionate about, I connected with this woman and when I'm ready to move ahead, she has everything I need. We had a ten-minute conversation on the phone. It's like all set up so everything, I promise you,...

LISA: That's so amazing.

MARIE: ...is figure-outable and one of the things that's in Richard Branson's amazing book. It's called Richard Branson Business Stripped Bare. He writes, "Success in life never comes from inaction."

As long as you get moving, the universe bends to support you. As long as you get moving, the universe bends to support you.

Moving on, y'all, to Mindset Shift No. 4. Could be disturbing, could be freeing, you be the judge. Our outcomes are guaranteed. We are all going to freakin' die.

Now I don't know if you guys are crying or your laughing or you're like, "What the hell did she just say?"

But here's the truth, our outcomes are guaranteed. Every single person listening to this call right now, including myself, including Lisa, including Amanda, including everybody that I love, we're all going to freakin' die.

That is the truth so why is this a mindset shift? This is not to be a downer. I don't mean to be morbid. I'm not trying to take you guys on some weird trip but this is just a reality check.

It is so important to realize this because when it comes to being an entrepreneur, when it comes to stepping into your greatness and taking your creative dreams out into the world, now is the time to do it.

So many of us get caught up thinking, "Ah, you know what? I want to do that but I'll do that next year" or "I'll do it next month" or "When I have more time..." you know "in three weeks or whatever, then I'll get started."

Well, guess what? From the moment that you're born, you're already dying. We just don't know when. You know what I mean? That's the big thing. It's like you have no idea when and when you really get that, when you really understand that everyday that you live, you're closer to dying, you start operating in your world just a little differently. You start treating things like people and projects that you're passionate about, you start treating them with a little more urgency

and getting off your ass and not listening to your mind and listening to all your considerations and suppressing yourself from what you really want to do.

I don't care if it's a small project or a big empire that you want to get into action and bring to life. You've got to recognize that wherever you are in life right now, our time is really limited.

And that doesn't mean that you operate from stress and it doesn't mean that you operate from a place of franticness or overwhelm or that you are just so focused on getting ahead that you forget the important things, quite the contrary. It brings everything into clear focus and gives you this awesome launching pad from which to operate into your life on a real and immediate basis.

I want to tell you guys a story that I actually hadn't told anybody. Lisa, I haven't even told you this and it was really scary and it happened to me, I don't know, maybe like two months ago and I'm going to get choked up when I say this cause it was nuts.

So I was home and I was writing and I get this call from Josh on the phone, from my cell phone and he couldn't talk and he could hardly breathe and he said, "You have to come now. I can't breathe." And I said, "Where are you?" And he said, "I'm down..." He's at the McDonald's on 7th Avenue cause he felt so terrible, he had to go in some place and so like I put on my sneakers and I freakin' booked like I have never run so fast in my life. It's probably like, I don't know, 6, 7 blocks away. It was like in the, you know like when it's so cold that you, it's just like ice outside and I remember, I was thinking, as I was running over there that something whatever like a heart attack or just something, I was totally freakin', "S***, this is it. This is it. The person that I love more than anything, it's done." And like all this stuff just kind of flashed before me as I was running there and it was you know like the moments, like "Oh man, why didn't I spend more time hanging out, just hanging out with him?"

Like all the things that kind of rush through your mind when you have that fear of losing someone that means so much to you and I obviously got to the McDonald's. He was fine. We took him to the doctor. Everything, it was just like a little dizzy thing. He had been teaching a lot and I don't think he had enough food. Whatever it was, he's good. We obviously got him fully checked out. He's doing great so that's not the point of this story.

The point is like in that moment it's so much shifted for me cause I have... However long it took me to run those six or seven blocks, I was like, "Holy

freakin' cow, my life could just about totally turn inside out" and it brought me to a space of as I'm doing things in my business and as I'm doing things with him and in my life, it's like it brought things into crystal clear focus that it's not time for me to sit around on my ass. Do you know what I mean?

Like there's no time for me to play or to not play full out I should say and when it comes to my relationships and being intimate with people and being connected to them, it's like you don't know. I mean we all know that we're going to die like I was just saying, you just don't know when.

So to not play full out, to not go for your dreams, and to not operate in your life like everything freakin' matters and you recognize that at one point, you are going to be dust, you are going to be sand and that the people around you are going to go away, what are you going to do with the time that you have now?

Are you going to grow your business or are you going to put products and services out there that make a difference? Are you going to build your business in such a way that you're taking care of your family? That you're kind to your clients? That you're kind to the people that you love? How are you going to do it?

So the mindset shift of getting that we're all going to die is kind of wonderfully freeing cause when you get that, you actually start behaving in a way that supports everything you're up to where you take that extra five minutes or actually ten seconds as Deb Nelson, one of our mastery members. She has this fantastic thing that she'll share with you guys and when you meet her in the forum, like what would happen if everyone gave their partner a ten-second kiss in the morning before they went off to work, how would that transform your life? And it was so cool, she was talking about that at our High Level Retreat in San Diego and I just thought it was amazing.

So how can you take that on in your life? How can you start really recognizing that you're not going to be here forever? And can you use that as a catalyst not to be upset, not to be frantic, but to fully be engaged in everything that you're up to in every moment?

Lisa, is there anything that you want to add on that?

LISA: I can't. I'm so glad that you shared that story with us, Marie. Excuse me. I got a little choked up too.

It is. It's so important. As you well know, I had a similar scare about a year and a half ago with my son and it speaks to how important and what a great gift it is to yourself and to others to be fully, fully present.

So when I got a call in the middle of the night that my son had been in a car accident as I was on my way to the hospital, all that kept running through my head was the fact that I had spoken to him earlier in the evening but I had been a little distracted, and I recognized that I hadn't been fully present and I thought, "Oh my God! What if that was my last opportunity to have a conversation with my son?"

MARIE: Right.

LISA: And it just brought, I mean talk about a reality check! The importance of really being fully present with whoever you're engaging with, with whatever you're engaging with and it is very powerful and it doesn't have to be kind of a morbid realization. It really isn't about walking around all the time thinking, "Oh my God! What if I die or what if somebody around me dies?" It's not about that. It's just about really, fully grabbing everything life has to offer and being fully present to receive those gifts.

MARIE: Yeah, and when it comes to your business, recognizing that whether you believe in God or you have a different name for it or universal force or whatever, whatever life force is on the planet that you prescribe to that you're here for a reason so those creative dreams that you have and those gifts that you have to offer, it's like don't steal that from us. Let us have it. We want that from you. We want all of you—your attention, your creativity, the things that you're going to express into the world.

Think about some of your favorite books or think about some of your favorite people, if they had listened to their thought like, "Oh maybe no one will want this" or "Ah, it doesn't matter anyway so what's the point?" I know for me it's like thinking about people, friends I know like authors like Byron Katie or Eckhart Tolle or filmmakers, you know? You can just go through the list of creative entrepreneurial people who have made a difference in your life and think about if they just sat on their ass, or didn't think they really mattered and let their time on this earth expire without breathing life into their purpose. It's really cool stuff.

So the final, final piece for today. Sorry, guys, I'm just a little snotty.

The final mindset shift for today to get us off and I want to end on a high note 'cause I put the other one at number four. It's really a distinction and it's about engaging versus enduring so the mindset shift is going to be to shift out of enduring and into engagement so we're going to talk about this distinction between engaging and enduring and I'd love you to take this on should you so choose that engaging is your new mantra for the year.

As some game to play as you're taking a look at how you can be as rich, happy, and hot as you can possibly be.

So what this all means is this: Most of us endure our way through our business and our life and no matter what the task is in front of us or what request is made of us, whether a phone call comes in, or an email comes in or a letter or a friend or a spouse or someone makes a request of us of our time, most of us have an instant no that pops up as though we haven't orchestrated our businesses to be exactly the way they are.

So when you do things and you resent doing them or you kind of dig your heels in and do them half-heartedly or halfass or however you want to express that, that's what's called 'enduring.' You actually become the victim of your life and you do things from a place of resistance, resentments, and just plain, old simple poopoo.

It's like completing a task in your mind but your energy is going you know, "I don't wanna." So of course, it takes ten times longer. There's no satisfaction. It's a total buzz kill and this is the most important part. It's completely disrespectful of your clients, your customers, and anyone who you're dealing with.

I was thinking about this today, and enduring, it's really a kid's game and it's designed to torture people around you so they leave you alone. You know what I mean? It's designed to say, "Well, don't ask anything of me. I have too much going on or I don't want to. Don't make any requests of me."

It's also a surefire method to ensure that you're miserable. It's a fantastic way to destroy your business. It's also a fabulous technique if you want to kill your relationship so if you want to be broke, miserable, and alone, definitely endure your way through life.

Now engagement on the other hand, is when you fully take on whatever you're doing in the moment like you came up with the idea in the first place. That's key. It's when you fully take on whatever you're doing in the current moment like you came up with the idea in the first place so it's like you're taking ownership of it. You know what I mean?

Even if someone made a request of you, you take it on as though it was your idea and you're going to have a great time doing it so whether you're creating a new marketing piece or you're answering an email or you're writing a chapter of your book or you're even cleaning the toilet, it does not matter.

The secret to operating as a rich, happy, and hot entrepreneur is to do it through engagement, not through enduring.

Lisa, is there anything you want to add on that?

LISA: Oh, I loved that you have a really quick example for anybody that's a little fuzzy on what it is that you're talking about here. I love it that you... You totally nailed it when you said it's kind of a kid's game.

Anybody that's got kids or teenagers, when my youngest was about 13, he went through this phase where he was just really, really resistant to anything that I asked him to do and I would ask him for example to take the trash out and instead of, "Sure, mom!" and go straight for it, I get, "Ha, fine!" And he'd stomp into the kitchen and he'd knock the trash over in the process of pulling the bag out and he'd slam the door behind him and I remember having conversations with him about this very thing, engaging versus enduring. I said, "You know, when I make a request of you and you do it in that way, it doesn't feel good and it totally negates the help that you've just provided."

MARIE: Supposedly provided.

LISA: Right, right, exactly, it's like if you ask somebody to do a favor and they respond in that way, they're no longer doing you a favor.

MARIE: No, it becomes more work so it's actually a punishment.

LISA: Right, right, and as you said, it is a way of demonstrating that they don't want to be bothered and "Don't make requests of me".

MARIE: Yes, what's funny is, that many of us, I know myself included cause again, you guys got to know this about me. I don't share these things like, "Oh, I've got all this handled and I never do this anymore. Won't you come to my level?" S***, no. This is the stuff that I find myself going like, "Whoa! Look at how much I'm resisting this. Interesting. Not useful, let's drop it."

I've certainly gotten a ton better than I used to be cause previously all this stuff was... It was invisible. It was though I was going through my life and it felt really, really challenging but I had no idea why. I had no idea about these concepts or these distinctions so life felt really yucky and crappy and mucky and cloudy but I had no way out and then once you start bringing these ideas into your awareness and you actually take a look at them in your life, all of a sudden, you get control and you get power about how you're creating in your business.

So take a look. If there's anything in your creation process that you're enduring and cut it out. People ask me, "Well, how do I do that? And how do I drop it?" and blah blah blah and it's like the best way to drop a bad habit is to break it or the best way to break a bad habit is to drop it. Got that mixed up. That was like a Papa Smurf moment.

Anyway, point being if you have a hot potato in your hands, you just literally drop it. There's no how-tos, you just do it so if you discover when you are creating anything new in your business from this moment forward and you are in enduring mode, stop. Don't beat yourself up for having gone there and shift into engagement. Others, like anything else quite frankly is insane. To endure anything is absolute madness cause it's your life. In that moment, if you're actually doing the task, that's the only thing you could be doing.

So your options are, complain about it, resist it, endure it and life's going to suck or engage, make it your idea, have a good time doing it. Not only will your results be ten times better but your life is a thousand times better because you're actually there for it. So that is the final mindset shift.

Just to give a quick review, let's go back from the top just so you guys, if anyone wants to just review what we've covered today.

First mindset shift is your ideas and your passions and your creative dreams are here for a reason and your purpose on the planet is to create and be of service so you've got to quit indulging in your petty thoughts and training yourself to just be bold and be of service.

That's when we talked about our little friend, Wild, and how she just went for it and said, "Screw it. I'm going to sell all of these Girl Scout cookies cause I want everybody to come with me" and she wanted to make a difference to her friends and I think she did a great job.

Shift No. 2 is about turning pro. It's really about giving up being an amateur, giving up being a hobbyist and giving yourself permission to be fully professional at everything you're doing including your business but not limited to it.

So from the moment you wake up till the moment you go to bed, no matter where you find yourself, be professional at it. That doesn't mean you have to be stiff or serious but that means handle it with excellence and presence and have a good time, I would suggest.

Shift No. 3, everything is figure-outable. No matter what you want to create this year, we are here to help you. We are here to support you but everything is figure-outable.

So anytime you find yourself stuck, I always employ Google cause it's a great free friend that helps me find out lots of things but you have the forum. You have the whole worldwide global community now of entrepreneurs who are willing to support you but trust that everything is figure-outable.

Shift No. 4, the outcome is guaranteed. We are all going to die. Sorry to let you know but it is a fact. It's definitely true.

So the big question is, what are you going to do with your time here? What are you going to do with your time left? And are you going to give us all the gift of who you are and what you want to create in your business?

And Shift No. 5 is learning the distinction between engagement and enduring and taking on that engagement is your new mantra for the year.

So whether you're taking out the garbage, you're writing your book proposal, you're sending out an email blast, you're creating something on paper, engage with it like it really matters and like you're going to win, and I guarantee you will.

So let me give you guys some homework to wrap us up. Homework for this week

First thing I want you to do is to practice true listening with everyone you encounter—clients, customers, kids, significant others, people in the post office, people behind the counter in Starbucks, stranger on the street—if you find yourself in someone's presence and they're talking at you, listen.

Homework No. 2, turn pro. Play a game. Make it fun. When you're putting away your clothes, see if you can be a professional clothes-putter-awayer. Do it with precision. When you're doing the laundry, be a professional laundry-doer. When you're working on your business, be a consummate professional at whatever you're up to.

And Homework No. 3 is to get your booties into the virtual network, into our private social network and introduce yourself to three people who you don't know. Many of you guys have been in my programs. You're starting to get to know one another.

See if you can find three other people on the program that you do not know and go introduce yourself. You don't have to write a novel. You don't have to come up with anything witty to say, a genuine hello and not a hello to get it over with, not to just fulfill the homework request but to really do it like you actually care about the person who you're meeting, that is your homework. Lisa, do you have anything you want to say?

LISA: I would like to jump in here, Marie.

MARIE: Yes.

LISA: Yes, for those of you that just growing into yourself on that one, make note of that because that's a perfect example of what we're talking about when we talk about engaging versus enduring and I have a four-time work assignment that's like really, really easy. Have fun.

MARIE: Go for it! Yeah.

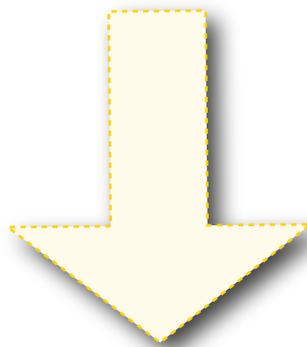
LISA: Have fun.

MARIE: Absolutely, absolutely, so guys, thank you so much for listening. This is just Call No. 1 to get you guys off on the right foot. Go for it. Get into the forum. Let us know what you're creating. Let us know how we can help, how we can support you, what resources you need.

If you have resources or you have expertise and things that you can share with the other members of this program, go for it. Throw your hat in the ring, participate. Lisa and I will be in there and we will be available on Thursday for a full hour of Q&A so if anything on today's call, if you have questions, you have comments, anything that shifts and you want to share it with us, please come to Thursday's call and if you just want to share and you can't make it live on the call, head into the forum and post your questions or your comments and we'll be sure to share them live.

Thank you all so much for being here. I am honored by your presence and I can't wait to be with you for the rest of the year. Have a great day, everybody.

LISA: Bye, everyone.





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