GEORGE: Welcome everyone to the Get Paid to Get Clients Acceleration program Session #6, and today we've got a number of things to cover. As usual, I want to check in with everybody and answer any questions that you might have.

And our focus for today is mindset mastery. We're going to go through some techniques for upgrading limiting beliefs, thoughts, feelings, decision making, and action; and then, I'll send you off with your next assignment which is Mission 6.

Let's take a moment here if there are any questions at all from previous mission training sessions, experience that you've had in testing this approach out in the real world.

JUDY: My question is that I still don't feel super solid with my process. I have a lot of the material but it doesn't feel real clean yet; and I have a meeting tomorrow with a prospective client; and I just feel nervous about doing it especially because I'm going to be asking for a higher monthly retainer than I typically ask which I think is a good thing because I haven't been charging enough, but there are still some trepidations, in particular, because I don't have the system.

I don't feel like I really got it down yet. I've got some concerns that, at the end, she's going to say, "Wow, that's a lot of money; I don't think I can afford that." And I don't necessarily have a very constructive way to respond to that.

GEORGE: I hear multiple concerns. One is that you feel like you don't have the system in place, right?

JUDY: Yes, I don't feel like it's really integrated so that I can deliver it in a way that feels natural.

GEORGE: And then, you have a concern about price, and that the person will say, "Wow, that's a lot of money."

These are great questions because they happen in the real world, and some of these will get addressed by what we go through today in the training; but let me address some of these right now because there are multiple dimensions to the concerns that you have, Judy.

First of all, let's talk about price because no matter how experienced you are, people will say, "Wow, that's a lot of money." That's the reality. Now, as you gain more experience, you'll feel more comfortable fielding that type of question and addressing it.

You may be pleasantly surprised. It's happened before. But your prophecy may also be fulfilled. And one thing you have to remember with this system is that it's designed to help you bequeath and honor the value that you provide.

If a person says, "Wow, that's a lot of money; I can't afford to do it," then, they may not be the best person for you to work with in the long run.

JUDY: That's really a good point and I really appreciate you reminding me of that. I have some follow-up questions for her today. One of the questions I just remembered I should probably ask her is whether she has hired marketing service providers before. I totally forgot to ask her that, but that's one of the things I want to follow up with her on.

GEORGE: Yes, ask if she has worked with other marketing people before and what that experience has been like. My experience has been that if I'm the first coach or consultant that someone has ever worked with, I get concerned. I'm glad to help because lots of times when this has happened with me, they truly need help.

But the reason I'm concerned is because they won't appreciate how exceptional I am in delivering value because they have no point of reference.

JUDY: Exactly!

GEORGE: And so for them, it may seem like a lot of money. Now, this next piece about not feeling like you have it all integrated, well, you don't have it all integrated because you're in the process of integration. You're also in the process of disintegration, as in disintegrating what you used to do.

So, give yourself a break. Know that you may stumble and bumble along the way, and that you're working towards something more effective and efficient for you in the long run. And so, you can stumble and bumble all you want but when it comes down to it, all people care about is that you have something of value to offer.

And so, the single piece of advice I could give you is to take a sheet of paper or a computer document or a mind map and write down answers to this question: What are the specific measurable results, improvements, outcomes, and experiences that people get from working with me?

Write down as many bullet points as you can to that question, and have that sheet of paper in front of you at all times during your session.

JAMI: George, this is Jami and I have a comment about Judy's question. This morning, I closed an HEOB, a high-end, outcome-based program, and I have to say I have like a big stomach ache just … I closed it but it's hard and we did get to a point where she said … I thought it was going really well and she said, "You know, I was surprised at how much you charge. I expected it to be a lot less." And my heart just froze. It was like, "Oh, my God, how am I gonna …"

I should have done the exercise that you just said, the specific measurable results.

But I was pretty good. I just centered myself and I said to myself to remember why I'm doing this, to remember why I charge and can charge this. And I gave a solid sentence. It wasn't the complete thing but it was something …

And then, she said, "Well, I admire that because your time is worth this." I mean, I still had the stomach ache even though … because I wasn't sure what she was going to say. I thought she was going to say, "Justify yourself." But it wasn't really that; it was more like she was just commenting on it.

But instead of going into a defensive, "Well, you know, I work really hard," I stuck to the value I provide. I provide value that she can't get somewhere else so that's why.

So, it is sort of a matter of practice and if I had had that sentence written out like you just said, I'm sure it would have gone even better.

GEORGE: Yes, and this takes practice.

JAMI: Yes, it does. There's never a substitute for practical experience. There just is not.

GEORGE: You're absolutely right!

JAMI: Which means getting out into the world and just doing this, and making mistakes, and learning, and recovering, and going on to the next person.

GEORGE: Exactly! Here's a worst-case scenario. Suppose it's an utter mess when you go do this. And what I have to say about it is that if you go to a worst-case scenario, if you experience that which I kind of doubt you will, just remember that as bad as the session might have gone and as lousy as you feel, just imagine what it would be like if you were trying to go through and create the system on your own.

JUDY: Right! It's all good. And just hearing your comments and hearing what Jami said really helped loosen up my stomach. I'm in a better space now, so thanks so much.

GEORGE: This is great because both of you, Jami and Judy, brought up what I think is the number one reason that more people don't adopt this approach and it's because it takes a willingness to challenge yourself. It takes work to apply this system in the real world.

Now, admittedly, inherently, I don't think the steps to this are difficult. I think the small steps by themselves are quite easy and, for the most part, commonsensical. But it's the implementation and integration that makes this a difficult process.

JUDY: I totally agree with you, George. That was exactly what I was thinking before I got on the call. I thought that there are a lot of steps, but they're really pretty simple and they make sense. It's just doing those things—picking up the phone; asking people questions; making requests; saying, "Hey, I've got more questions for you;" and giving them this kind of information.

You're absolutely right but I also think that for anybody on the call who really wants to work with high-end clients and really work on some really cool, strategic stuff that really helps our clients make the big shifts for themselves, to me, this is kind of what you have to do. This is just part of it.

GEORGE: Yes, it is. And that goes back to something I said all along which is, look, no matter what you do, the chances are you're going to work hard. So, if you're going to work hard, you might as well work hard using a system that is designed for optimal effectiveness, efficiency, and working with high-end clients.

JUDY: Amen!

GEORGE: Remember the sheet? I gave the sheet to everyone. This is a mastery checklist, and it's a different way of looking at and checking out your system to see what kinds of things you might have inadvertently left out or what you still need to work on.

And do you remember the very last element? I highlighted it for you. It's element #25, inner success. In order to be successful with the system, you have to be willing to do the deep work necessary to shift your beliefs, thoughts, and feelings about yourself, your business, and the world.

Now, if you recall, when you first heard about this system, I did not leave with this statement, did I? If I had, I would have probably scared 110% of the people who were listening to what's possible with this system. At least, that's my take on it.

Having said that, now that you've been immersed in the system, you've now realized, "Hey, I've got to upgrade my thinking; I've got to upgrade my beliefs." Because when you do—Jami, that stomach ache, it will not happen; it just will not happen.

And the concerns that, Judy, you have right now which are valid concerns and completely expected, they just won't be there any longer. It will seem like they magically just disappear.

So, what we're going to go through today are some things that I've learned throughout my life that are effective for upgrading and expanding your beliefs, expanding your thinking, and expanding how you feel about yourself and how you feel about the world, expanding your decision-making capacity, and expanding your ability to integrate and implement.

The idea that I have about expanding your beliefs and thinking is to really replace your beliefs, thoughts, and feelings. It's not like replacing a spark plug but there are two directions in which you can go about this process.

One direction is what is commonly thought of as the idea that your beliefs create your outer world. In other words, your inner world creates your outer world. And the cascade goes in this direction—your beliefs inform your thoughts, which inform your feelings, which then inform and influence your decision making, which then informs your habits and your actions.

What a lot of people don't think about is that you can go the other direction as well. If you commit to changing your habits and selecting different actions, it actually goes backwards and influences future decision making and the quality of those decisions.

It changes the chemistry and the physiology in your body. It alters the physical and energetic neuronal pathways in your body so it alters how you feel about yourself and about the world which, in turn, alters your thinking because you're now immersed in a different chemical swimming pool. And the change in your thinking can, indeed, alter your beliefs.

So the idea here is that we can go in either direction. Start by working on your beliefs or start by working on your habits and your behaviors.

And so, what it comes down to is if you want different results in the outer world, you've got to somehow shift the elements in this cascade, one direction or the other and, frequently, bi-directional all at the same time. And that's why personal growth and transformation can get very messy sometimes and can get very dark sometimes because when you shift these beliefs, when you shift these patterns of beliefs, thoughts, feelings, decision making, habits, and actions, you can experience a loss of grounding, a loss of identity, and a loss of knowing who you are.

Here's a real question for you: Could you change when change matters most?

No one is going to die if you don't adopt this approach that you're learning. No one is going to lose a limb, at least, not directly. But this is the real question. Do you think you could change when change matters most?

Just raise your hand if the answer for you is "yes." Just put your hand up.

Could you change when change matters most?

Almost everybody, I'd say 98% of you have raised your hands. And most of us do believe that we could change when change matters most.

Here's the stark reality. The likelihood is that most people will not change when change matters most. It's shocking. Now, let me tell you some stories about this.

This title I just showed you—*Could You Change When Change Matters Most?*—is actually the subtitle of a very powerful book entitled, *Change or Die.* And this book is about the psychology of change; and it talks about why most people don't change even when it matters most.

When I was practicing as a plastic surgeon, I once had a patient who came in with a diagnosis of an advanced and aggressive type of breast cancer; and she was referred to me by her general

surgeon who was planning to do the double mastectomies; and she was referred to me for consultation regarding a bilateral breast reconstruction.

I went through the typical things. I got the history; I asked questions. I examined her and reviewed her pathology reports and talked to her about the options; and we talked about the pros, the cons, the fixes for the cons and about the options. Her husband was also there and I answered his questions.

What happened was that she kept asking more questions that really were not relevant to the situation, and she came back in for two or three other consultations with me and never really committed to the procedure.

What I did was I gave her all the facts just like all her other doctors: If you don't do this, here are the facts. It's aggressive cancer and if you don't do this, you're going to die.

And the next thing I did was instill fear about the consequences of delaying her treatment, and so did all her other doctors.

And in spite of that, she still would not commit to treatment and the surgery. She gave the excuse. She was in the military. I think she was a high-ranking official in the military. She said, "Well, I can't leave my post because people are counting on me."

And so, what I attempted to do was use the force of my authority as a doctor to get her to move forward with treatment. It didn't work.

Ultimately, in consultation with other physicians, I chose to discharge her as a patient. I thought she was a bad fit and a bad patient, and she was going to be difficult to work with. I learned later through the grapevine, through one of the general surgeons that she, ultimately, did submit to surgery. She did have reconstruction by a different plastic surgeon, and she expired eight months after that. And I don't know if her delay in treatment made a difference. I suspect it did.

So I did the typical pattern of trying to change and to influence people. I presented facts. I tried to use the force of my authority to influence an outcome. And I used fear to motivate. It didn't work in this case.

Now, in the book, *Change or Die,* Alan Deutschman, the author, goes through and talks about the studies of people who have had a heart attack or not even a heart attack but a heart bypass surgery. And what he found was that two years after a heart bypass surgery, 90% of the patients have not changed their lifestyles, meaning that they're still smoking, drinking, overeating, not exercising, and not getting enough rest and relaxation.

These are people who know that if they don't change their beliefs and their habits, they're going to die because they've already had a close brush with death and they still don't change. And that's why the title of the book is *Could You Change When Change Matters Most?*

So, the question becomes, then, what would you do instead? What's the alternative to these facts, fear, and force model of effecting change?

Alan Deutschman, in his book, presents three keys to change, I think, that are instructive to look at.

The first key to change is to relate, to form new emotional relationships with people or a person who inspires hope and sustains hope. We can all do this with the people we help. Give people new hope.

Step #2 is to repeat. So, in that new relationship, Deutschman writes that it helps you to learn, practice, and master the new habits and skills that you'll need. So, as experts in our field, we can all give people new skills.

And the third key to change is to refrain. So, the new relationship helps you learn new ways of thinking about your situation and your life. So, as experts, we must support people in new thinking.

I encourage you to pick up this book because he goes into other stories that are just amazing. He has one story about people who are prisoners who have gone into a training program that supports these three keys to change: relate, repeat, and refrain. And these prisoners are showing remarkable results in terms of their ability to reform and actually become productive citizens in the world once they leave the prison system.

These three keys to change also apply to each of us in everything that we do and they apply to each and every one of your clients, customers, and patients.

This is a postcard. Sherry, is this familiar to you? You're from Chicago.

SHERRY: No, it's not in an area that I'm usually in.

GEORGE: This is a hospital that (at least, when I was training there) is in heart of the "gun and knife club" in Chicago; it's off of California Avenue.

I want to share with you a story from my training, and I have to give you a little bit of warning that it is a relatively graphic story. But the point of the story is to teach a principle, and if you've

ever found yourself verbally, mentally, or emotionally berating yourself or berating someone else, I think this story, as graphic as it is, will help you to snap out of it so you can go on being the best that you can be and living a life of freedom, fulfillment, and joy.

So, over 20 years ago when I was in General Surgery training at this hospital that you see in the postcard, one of my service rotations was covering the very busy emergency room. This was and is a level one trauma center. Level one means that we saw every type of trauma and the most severe type of traumas.

And during this rotation, I was on call every other day which theoretically meant that I was awake and on duty for 24 hours a night and then, supposedly, I had the next day off. But, in reality, you don't stop right at the 24-hour mark; it was more like being awake for 36 hours straight, crashing right to sleep, and then waking up to start all over again, and doing that for three months in a row.

Doing that for that period of time was physically, mentally, and emotionally intense; and it was probably the most physically, mentally, emotionally, and spiritually challenging period of my life up to that point.

One night, the paramedics brought in a victim of a street corner stabbing, and the patient was a young male. He was probably in his mid to late twenties; he was, otherwise, healthy. And the story goes that he had been standing on a street corner when he was stabbed, and I don't know any other details such as whether he was an innocent bystander or whether he was in some sort of altercation or if it was a drug deal gone bad.

But as the paramedics rolled him in on a gurney, the nurses jumped into action; they hooked him up to the vital signs monitors where we could monitor his blood pressure, heart rate, and breathing; and we started cutting his clothes away which is standard procedure when a trauma patient is brought in so we could determine where the injuries are and see if there are other injuries that aren't apparent.

And we could see a stab mark in the middle of his chest and, actually, he was awake. He wasn't fully conscious but he was moving around. His eyes were opened. And, suddenly, he flat lined which meant that all the readings on the vital sign monitors went flat. His heart had stopped beating; he had no blood pressure; and his breathing stopped. And any time there's a penetrating chest injury, flat lining is an indicator that the heart has lost its ability to contract and to pump blood.

There's a sac around the heart which is called the "pericardium." It's there to hold lubricating fluid and it's called "pericardial fluid." It lubricates the heart as it beats and contracts. And if

there's a penetrating injury like a bullet or a knife wound that penetrates that pericardium, blood can leak out from the heart and into the pericardial sac, and then it can seal that wound in the pericardium so blood can't get out.

And if too much blood leaks into this pericardial sac, the heart cannot fill with blood and it can't pump it out. And, obviously, it becomes a show stopper and that's what happened with this patient.

So, what you have to do if a trauma patient suddenly loses all vital signs is you have to perform a procedure we call "cracking the chest." This means that we literally cut through the chest to get to the heart, and then open up that pericardial sac to relieve the tension and allow the heart to start beating again.

So, when I saw the flat line, I called for a scalpel, and I immediately started opening up his chest. And then, something happened that never ever, ever should happen.

One of my junior residents took the scalpel out of my hands while I was cutting. That's the equivalent of surgical sacrilege. I was so taken aback that this happened that I just let him continue opening the chest wall. I wasn't willing to let my ego or my rank get in the way of saving this man's life.

And so, I switched my mindset from being the chief resident performing the procedure to supervising the procedure; but I was still thrown off, in retrospect.

So once the incision in the chest wall was completed and the incisions through the skin, muscle (because you're cutting between the ribs) and the rib spreaders were inserted so you can see the lungs and the heart, we could see that, indeed, the pericardial sac was tensed with blood. And so, the next step is to take a pair of scissors and cut through that pericardial sac to release that envelope of blood that was preventing the heart from filling in and pumping.

And so, my junior resident opened that sac appropriately just like cutting wrapping paper; and, immediately, the heart started pumping again and what happened was there was a spewing fountain of blood that was pumping through that knife wound. And to complicate matters worse, the patient immediately regained consciousness because the blood flow returned to his brain.

So, imagine this: His chest is wide open. His heart is gushing blood out, at least, a foot or a foot and a half high which each heartbeat. He's trying to sit up, struggling and throwing about. And everyone on the trauma team is yelling at him to sit still. You got the visual here?

So, what is actually needed now is an inexpensive medical device called the Foley catheter; and a Foley catheter is a rubber tube. It normally goes into the bladder. That's what it's used for—it's used to collect urine. It has a balloon at the end of it so that you inflate the balloon with sterile water, and then that catheter will stay inside the bladder and collect urine.

For the purposes of this trauma situation, penetrating trauma with laceration to the heart and cardiac tamponade, the proper maneuver at this point is to take that Foley catheter, insert it into the knife wound and inflate the balloon that's sitting at the end of the catheter. And this, temporarily, stops the blood from gushing out of the heart, and it buys you enough time to put sutures around the laceration, the knife wound in the heart; and it stops that geyser of blood.

Simple enough, right?

But for whatever reason … I don't know, maybe it was my fatigue and maybe it was the shock of my junior resident taking over the procedure, I did not perform the simple maneuver. I did not call for the Foley catheter. And within a minute or two, the patient lost consciousness again, this time because most of the entire blood volume in his body was now on the floor of the emergency room.

I instructed the nurses to pump resuscitation fluids into his body as I performed open cardiac massage; so we were essentially pumping salt water into his body. And I placed his heart between my gloved hands and I pumped his heart.

Lacking anything else to do, we literally started rolling the gurney towards the operating room as I continued open cardiac massage; and we took the shortcut to the operating room rather than taking the regular exit out of the emergency room

What that meant was we rolled right through the very busy waiting room that was jam-packed with patients and families of all ages. So you can imagine the shock and horror of seeing this bloody, wide-opened chest with me holding the heart in my hands desperately pumping it. You get the idea of how desperate we were at that point.

But, at that point, it was already too late. The opportunity to save his life had already been lost moments ago.

So, for many, many years, probably for over a decade, I felt guilty about that incident. I felt guilty that I hadn't saved this patient's life. I felt guilty that I knew what to do and I hadn't done it. I didn't execute one of my trainings.

And with the thought of "I didn't save this patient's life," what naturally came as a thought after that was "Therefore, I must be a loser; I must not be a very good doctor; I'm incompetent; I am no worthy; I just wasn't good enough and will never, ever be good enough."

So you can imagine the cascade of that Gremlin voice that only served to keep me small.

One day, I was driving down the freeway on the way to my office when I was practicing as a plastic surgeon, I was thinking about this incident. And I was wishfully thinking—why can't a

hundred percent of my surgeries go well? If I was a good enough surgeon, then, it should always go well.

Why is it that I see these guys present at all the plastic surgery meetings, and it seems like their procedures go well and they never have any complications? They never get sued. Their patients are always happy. Why is that?

I must be a loser!

And I realized in that moment—it's none of that. I realized in that moment that perfection is my life as it is, as it was that very moment. And excellence is the process of fulfilling on my commitments. And I'm committed to excellence. I'm committed to doing the best thing possible. That doesn't mean it always goes well.

And I realized that I had done my best, I had given my best in those moments when that patient who had died came in. I did my best given who I was at the time and given all the surrounding circumstances that were in place when that patient came in and when that patient died.

And I also realized that that patient also had a role in his death. It may had been an innocent death, I don't know. He may had been up to no good, I don't know.

But the point is, I discounted the role of this patient's responsibility in being where he was when he was stabbed. And whatever he may have done or said that contributed to him getting stabbed, I didn't take that into account.

I didn't understand the role of personal responsibility. And I didn't understand the role of living out one's karma. I just focused on myself in a very subversive, egotistical way.

But once I realized that I did the best I could under the circumstances and that I'm committed to excellence and that there's something for all of us to learn and grow from even when things don't go well, even when things don't go as well as intended, I was able to forgive myself and it gave me a tremendous degree of freedom.

For many, many years, I never used to tell anyone about this event, about what happened. I felt too guilty. I felt too ashamed.

But I forgave myself.

So, in forgiving yourself, there's freedom. There is freedom to create beyond your wildest dreams and imagination. In forgiving yourself for the beliefs, the thoughts, feelings, decisions, and actions that you've taken and made and held, there's also a flipside and that's also in forgiving yourself for the beliefs that you've not had, the thoughts that you've not had, the feelings that you've not had, the decisions that you've not made, and the actions that you've not taken that have either held you back, held others back or hurt you or others.

When it comes to business growth and optimizing or enhancing performance and productivity, forgiving yourself is not an area commonly thought of. You don't usually wake up in the morning and say to yourself, "Wow. You know, today is October 4. I'm gonna forgive myself today. Woo-hoo!"

And yet, I assert that if you're willing to take on forgiving yourself, it will open up a world of relating to another and relating to yourself that gives you the ability to make the impact and to make the contribution that you're committed to, and will give you the ability to make all the money that you've ever envisioned for yourself.

It will give you a greater framework for being healthy, for being well, and for all the different aspects of being human. I promise you that it will open up the possibility of infinite possibilities in your own life.

Having said that, this is easier to talk about than to actually do; and in my own personal experience, I found that the more you practice forgiving yourself, the easier it becomes. And then, and only then does it become easier to forgive others. You cannot forgive others until you can first forgive yourself.

Forgiveness is a gift. Forgiveness is an access to true power.

I want to give you an exercise on giving yourselves the gift of forgiveness. Before we do, I want to see if there are any questions or comments. Raise your hand if you have any question or comment.

Here's the exercise: Mirror, mirror on the wall.

I want to say one thing before that. Get out a sheet of paper or a Word document and write down these three things. This is an exercise in addition to the exercise I was about to go into.

I want you to write down these three headers. One area is to forgive yourself for the things that you have thought, said, and done that had not turned out well.

The second area is to forgive yourself for the things you have not thought, not said, and not done that have caused problems. In other words, where have you withheld?

And the third area is to forgive yourself for the things you have denied or deprived yourself of, the things that you've withheld from yourself.

And what I'd like to do now is in each of those three areas, I'd like to give you a couple of minutes to just write down bullet points or short sentences under each of those categories knowing that you won't complete it all in a couple of minutes but, at least, this will give you a start.

So, go ahead and write down anything you can think of in each of these three categories. I'll give you a warning when there are 30 seconds left.

Thirty more seconds.

Alright, wrap up that exercise for now. I strongly encourage you to continue this exercise after this session.

And there's one more exercise I have for you. This is a mirror exercise.

So, the exercise here is to practice forgiving yourself in a way that's different than writing things down. This is an energetic exercise or an energetic practice in forgiving yourself. Here's what you do:

You step up to a mirror and you look deeply into that person's eyes that you see in the mirror. Breathe normally. Be aware of breathing normally. The tendency will be, at first, to breathe shallowly. If you need to force yourself to take deeper breaths, just let your belly hang out. Let the diaphragm drop down so your lungs can expand fully.

All the while, keep looking deeply into that person's eyes that you see across from you in the mirror. Get yourself centered. Look solidly into that person's eyes.

And it may take some time for you to get centered and to actually see who's in the mirror. It can take a few minutes for some people.

And once you've gotten yourself grounded, once you've gotten yourself solidly in tune with that person in front of you, out loud, you say to that person, "I love you." And it may be difficult at first. You may lose your gaze but refocus your gaze and declare with authenticity and conviction, "I love you." It may be a whisper at first. It may be a mumble at first.

If you will do this exercise regularly, meaning, commit to practicing this exercise for three to five minutes a day, at least, once a day (for faster results, twice a day), I promise you if you'll commit to this exercise, you will experience a different, deeper relationship to yourself. Guaranteed!

There's a very popular song that came out years ago called *"The Greatest Love of All,"* and the key lyric from that song is, "Learning to love yourself is the greatest love of all."

But, we're not taught to love ourselves. It's been socialized and educated out of us in school. And so, we must learn to love ourselves. We must practice loving ourselves.

The key to forgiving yourself is unconditional love. And so, I want to tell you a story about unconditional love by way of a World War II fighter pilot ace. His name is Michael Gladych originally from Poland. And here's the story:

When I started my plastic surgery practice in 1995 in Seattle, many of you know that it didn't go well. Within two years of being in practice, I was nearly penniless. And I was not only going through a divorce, I was living in a foreign city, I knew no one else here, my practice was not doing well, and I was studying for my practice surgery board which was the most important test of my entire life.

I was introduced to Michael Gladych. He was a World War II fighter pilot ace who, ultimately, became a yoga master. As a practicing yogi, he taught people yoga therapy. He taught people how to overcome adversity using principles and practices of yoga.

I can tell you a lot of stories about Michael Gladych from the war, but I'll only tell you one of them just for entertainment purposes.

He was flying one day with his squadron in Germany, and he got separated from his squad. His squad leader just could not reach him by radio for a good 30 or 45 minutes, as I recalled from the story.

Finally, there was a crackling of his voice that came through the radio that said, “Hi, this is Mike. I'm fine. I've got two Germans on my tail.” And he was flying over some German lake. In reality, he was low on fuel and being chased by two other German planes.

What he did was he took his plane into a dive because the German planes were trying to force him to land. He took his plane into a dive and approached the makeshift German airfield. And as he came over the trees on approach to landing, he opened fire on the airfield because there were gunners there waiting. The gunners, of course, fired back.

Because of the flight characteristics of his plane, it was exceptional at diving at high speed. So he outpaced the gunners, and the machine gun fire actually hit the two German planes that were trailing Dr. Gladych. That allowed him to escape where he promptly ran out of fuel over the ocean and bailed out.

That's the kind of guy he was. He's now 100 years old; I met him when he was 88. I think it was last year when I asked him about the story, and I asked him if he was scared. He said no.

He has a yoga master who actually trained him during the war. His yoga master actually found him during the war without knowing where he was based and told him that he would survive the war and that his mission was to go on to train others and help others using yoga principles.

So, when I first met Dr. Gladych, I was going through the traumas that I mentioned. And I showed up and I told him what was going on. I told him I needed help with my practice, and I told him that I wanted to learn how to be in a healthy, intimate relationship.

He looked at me wryly, and he said, "Well, that's great! I can do that. But don't you think we ought to work on your practice?" And I said, "Yeah, we'll get to that. But, first, help me find my wife."

So, he taught me a lot of things. He helped me through a very, very difficult part of my life. And one of the things he taught me was an energetic technique that attracted the woman of my dreams into my life.

On the picture on the left, you'll see Dr. Gladych. Here, I think he was aged 96. And these are my two kids at that time, Jordan and Zachary. Jordan is the kid making a face and Zachary is right behind him. And my wife, Denise, is in the picture in the upper right-hand corner with Dr. G.

And I'm going to teach you the principle of unconditional love; and then, I'll show you what Dr. G taught me that enabled me to turn my practice around, attract the woman of my dreams, live in the home that we live in, and manifest so many other things in our lives including our kids and including my exit from plastic surgery into working with entrepreneurs.

I'll teach you how I actually did this and show you how to apply it to your own life and your own business.

But, first, I want to tell you another story, a lesson from Albert Einstein.

So, here's Dr. G in the war on the left. After the war, he got his PhD in Psychology.

And here's Albert Einstein. Most of you probably don't know that Albert Einstein was a very accomplished violinist. Actually, he attributes his imagination and creativity of thought to his involvement in music.

So, as a kid, Dr. G, growing up in Poland, loved the works of Albert Einstein. He actually read *Einstein Papers* when Dr. G was a kid growing up. And after the war when Dr. G came to the States, he actually had a friend who knew Albert Einstein when Einstein was a professor at Princeton University.

So, Dr. G asked his friend to arrange a meeting with Dr. Einstein which his friend did. And during this meeting Dr. G and Dr. Einstein took a walk around the Princeton campus; and Dr. G said to Dr. Einstein, "Philosophy (that's Dr. G's field of work) and Physics look at the same thing in life but from two different perspectives. And Dr. Einstein nodded; he agreed with the statement.

And Dr. G went on and said, "Philosophy looks at life from the perspective of unconditional love." And so he asked Dr. Einstein, "What is the physical correlate of unconditional love?"

Einstein thought about the question for a while, and you can imagine Einstein walking around scratching his scraggly hair; and after thinking about it for a while, he replied, "Ah, I've got it! The physical correlate of unconditional love is radiation. Physical radiation goes everywhere at once and it's stopped by nothing."

That's the lesson of unconditional love from Dr. G and Dr. Einstein.

You now have two degrees of separation from Albert Einstein. Kind of cool, huh?

Dr. G taught me a technique called "broadcasting." He taught me how to broadcast my intention to attract the people, to attract the events, and to attract other resources that were exactly what I needed in the moment whether it was in my business or in my personal life.

And I have a video for you that you'll get the link to after this training. I was going to attempt to broadcast it right now, but it's technically not going to work out. I'll just set up the video for you.

In this training, I'll take you through the exact steps that Dr. G taught me for broadcasting my intentions, and it's a simple technique but it takes discipline to apply. I call it "tongue-in-cheek, the secret to *The Secret*" because if you've seen the movie, *The Secret,* you realize that they never teach you how to take the action of *The Secret* which is to attract. The principles in the movie, *The Secret*, aren't really a secret.

Dr G taught me … one of the first things he taught me … he said that in the military, the military communicates with their deep under sea ships, submarines, using low-frequency, high-amplitude radio wavelengths so that the characteristics of this type of wavelength are such that they can penetrate through objects; they can go deep.

Your brain actually produces this type of wavelength. Ostensibly, these are called "alpha waves." He taught me how to broadcast my own alpha wave.

At the time, I was so desperate I didn't care that this didn't make logical sense. I did not care that this was a technique that I'd never heard anywhere. I was too exhausted, mentally and

emotionally. I was too beaten down. All I knew was I needed help. I was desperate for help. So, I practiced what he taught me.

As I said, you'll get the link to the video. It's a 33-minute video that takes you through the details of how this works. I'll give you the nutshell version.

In the nutshell version, in this video, I teach you to go through a process called "square breathing," and as I teach it, it will change and it will alter your level of consciousness; and, actually, you can use this technique to intentionally alter your levels of consciousness to different levels more deeply if you want or more lightly if you want.

For our purposes, it's to improve the blood flow to your brain and relax your entire body. And then, what you do once you've reached this state of relaxation is you start broadcasting a mental video of how it feels and what it looks like to have the people, things, places, and events in your life. And the key is that you want to broadcast how it feels and what that experience is like.

Dr. G taught me to do this, at least, once a day; and he always reminded me, "For faster results, do it twice a day."

Let me tell you a little bit about square breathing. The reason it's called "square breathing" is because what you do is you let your body go out when you inhale, and you inhale, actually, to a count of four.

So, it's like this. It's inhale, two, three, four, and you hold your breath to a count of four with your belly sticking out like you're pregnant so that your lungs can expand to maximal capacity; and then, you exhale to a count of four, and then you hold your breath without inhaling again to a count of four. And that completes one cycle of the square.

When you breathe in, you breathe in through your nose; when you exhale, you exhale through your mouth.

You repeat that cycle, at least, three times. If you find your mind is still restless, you continue that square cycle of breathing. If you find that you start getting lightheaded before you complete the three cycles, you simply stop the square breathing and you start breathing normally.

You continue breathing normally as you broadcast your mental video. It's a full, technicolor, living vivid color mental video. And don't worry about it being the same exact video sequence. What's important is that the video gives you something to focus on; and you experience, you can actually feel what it's like in your body to have those people, places, and things in your life.

I remember Dr. G said to go home and cut out a picture, bring in a picture of what the woman of my dreams looks like. So, I went to an L.L. Bean catalogue, and I cut out a picture of an attractive woman wearing an L.L. Bean sweater, and I brought it in.

And he goes, "Oh, she's an attractive woman." And I said, "Yeah, but she's got brown hair and brown eyes. But what if the woman of my dreams has blonde hair and blue eyes—am I excluding her?" And he goes, "No, this picture is just something to focus on. It's not the exact thing."

Well, as you might have picked up from the picture I showed you of my wife, she's brown-haired and blue-eyed. So, we split the difference.

But the point is that in practicing this technique, it's possible that the exact thing that you've visualized shows up. That's not the important thing; the important thing is that the experience of what you're broadcasting shows up.

It's time for one more story, and then I'm going to give you another exercise.

My wife had come up with her own technique of broadcasting. She hadn't met Dr. G until we had been married and had kids. And in her own way, she was attracting the mate of her dreams.

The first two or three years of my practice were just a total mess for me. I was living in this stingy apartment with a couple of windows, two cats, and no furniture; and the prospects of buying a home, in my mind, were quite dismal and grim. But using this technique, it became possible to actually buy a home.

Interestingly, at the time, my wife was working as a real estate agent and developers would send her postcards about pictures of the homes and the development; and I remember picking her up for a date one time at her office and she had a postcard from the very development that I had just bought a home from. She told me about that. She said, "Oh, yes, I used to have a different picture of a home in a different city that I really like but when I got this postcard, I just instantly felt like that was a place were I wanted to live. That was home for me."

And we didn't think much of it. I just said, "Oh, yes, I live in that neighborhood," and we went off to a movie or something or did dinner, and that was it.

Well, when we were unpacking her stuff in our new home, we came across that very postcard; and what we noticed is that the very home that we live in, the home that I had bought before she and I had ever met is the actual home that is dead center in that postcard. It was part of her visualization. It was part of my visualization.

I want to show you one more technique I learned from Dr. G that's very simple to do. It's not very complex, and this is designed to enhance your focus and concentration. It's a candle technique.

What you do is you put a candle on your desk and darken the lights in your room, and you focus your gaze on the brightest part of the flame. What you want to do is continue focusing your attention on the brightest part of that flame. And to do so that's helpful is to repeat the words in your mind, "Flame, flame, flame."

For most of you, your mind will wander off within a few seconds. You start daydreaming and you start thinking about other things. When that happens, you come back to the brightest part of the flame and repeat the words, "Flame, flame, flame."

Do this for about five minutes a day. You'll find that you'll be better able to focus on that flame without your mind wandering for longer periods of time, and I'm talking longer periods of time in terms of seconds. I'm sure true masters can do this for minutes, if not hours. But for our purposes, increase the amount of time you can focus on the flame without other distracting thoughts coming in. Try to increase it. Work to increase it by seconds.

And what you will find over the course of time (for me, it took a couple of weeks and my wife was the first one to notice it) is that my concentration increased; my focus increased; my restlessness decreased. And so, I offer this exercise to you.

Dr. G also taught me a variation and that is if you don't have a flame or if it's not dark out, you can simply take a piece of paper and draw some letters on it or take a printed newspaper and focus on one of the letters on that page in lieu of the flame.

I want to leave you with a couple of thoughts. One, this is the quotation I gave you earlier when I told you the story of driving down the road and wondering why a hundred percent of my surgeries didn't go well.

"Perfection is now; excellence is a process. Perfection is your life exactly the way it is this very moment; excellence is the process of fulfilling on your commitments."

I think I might have mentioned this quotation to you before. This is from one of my patients. She was talking to me during a minor procedure I was doing and she said wisely, "Life is what it is. If you are foolish enough to waste your time grieving about what could have been, what should have been, and what might have been, you will miss all the joys of today of which there are many."

Your mission, Mission #6 is the mindset upgrade. It's to practice. Your mission is to practice expanding your beliefs, your thoughts, and your feelings, how you make decisions, your habits,

and your actions. You can practice this using some of the techniques that I've given you today. I strongly encourage you to watch that 33-minute video that will be in the training center.

And you may have other techniques and other practices for upgrading your mindset. Meditation is an excellent technique for doing so. If you're not familiar with meditation but you're curious, there's a neat little book by Donald J. Walters called *Meditation for Starters* that you might want to consider. It's a quick read.

There are myriads of other techniques for helping you to upgrade your mindset*: Emotional Freedom Technique*, *Be Set Free Fast* technique, the work. I simply wanted to give you some techniques that you are not going to find anywhere else that I have learned (as you can tell) through a very unique person and through very unique experiences.

I'll take questions in a moment. I just want to remind you that this is our final live coaching training session. However, we have a number of virtual workday sessions where you apply the material we've gone through in the past six training sessions. If you didn't see the email that went out last week, I made the executive decision that even though our scheduled next workday is Thursday, October 13, I decided that that was too far away and I added a bonus workday for this Thursday, October 6, same time, same channel, 9 to 11 a.m. Pacific Time.

So, if you'd like to do some work, show up this Thursday and we'll get some work done.

At this point, I'd like to take questions and comments.

KAT: I just was wondering if I can share because I've known you for a while, George. Five years ago, I think, when we were working together, you taught me the square breathing and there's kind of a funny story because I have to tell that it sounds kind of "hokie" to some people, but it works. If you could have seen my life when I met George and when I am now, you would be amazed.

One of the funniest stories about the square breathing is I do that as a way to quiet my mind because lots of people when they own their own business, there's just a lot going on. And I had just finished doing that and I was trying to plan a trip. We were taking the Inside Passage trip to Alaska, and I was trying to make all the flights from Texas to Vancouver; and we were staying in Vancouver, and then there were lots of parts to this trip; and I realized that we were going to have to change planes like three or four times—go halfway across the country in the wrong direction and come back; and I was getting really irritated.

But I said, “Okay, I'm going to sit here and breathe a while and calm down because I don't want to make plans when I'm all flustered.”

So, I did that. I started looking through a travel magazine and I told my husband, “You know, one of these days, I'm going to be able to fly on a private jet and just go straight to where I'm going and get there in a couple of hours and eliminate all this.” And he just rolled his eyes at me and said, “Sure, that will happen.”

I said, “You know, I don't have to figure it out.” And one of the things I want to point out is that I think, for me, not trying to figure out how but just allowing it to come to you … because I said, “You know, I can't figure this out but that's what I really want.” And so, I just kind of put it to the side and went about making my reservations and forgot about it.

Three days later, one of my friends that we were going on the trip with who lived out of town called me and she said, “I have a question for you. I know we have plans, the four of us, but we have a good friend who just lost her husband and she's so devastated; we just need to get her out of town. Do you mind if she comes on the trip with us? And I said, “No, of course not!” And she said, “Okay, I'm going to ask her and see what she says.”

The next day, she called me back and she said, “I have another question for you. How would you like to fly directly from Corpus Christi all the way to Vancouver?” I said, “What?” She said, I have a friend who has a jet plane and she has to bring her dogs here to the kennels; and she's flying it down here with her dog; and she said we could just go ride with her.” And so, we did. We flew from Corpus, did our whole trip, and came back, and she brought us back home.

But if I had tried to figure all that out, and there have been several instances like that in my life … after that one, my husband goes, “Good!” and he says, “I just have a question. Are you going to get rid of me?” and I said, “Oh, no, I don't have a better picture in my mind of my husband.”

But the square breathing has helped me tremendously in the last five years.

GEORGE: And more yet to come! Kat, thank you for sharing that story! There's so much to say about this simple technique that starts with being committed to something greater in your life.

That's just the tip of the iceberg for the breakthroughs that Kat has experienced in her life. Wouldn't you say, Kat?

KAT: Oh, yes, that's just one funny story; I've got hundreds of them. My point is just to trust yourself and not try to make everything happen all the time. Just let things be because the universe has a better idea than we can ever come up with.

GEORGE: Thanks for sharing that. I had forgotten about that story. Other questions, other comments?

JUDY: I really just have a comment because I've really just been enjoying your stories and the techniques you've been sharing throughout this course, and I'm feeling really hopeful and excited about what's to come and I really sincerely thank you for everything that you've shared with us. It's been really great and it's been what I've been wanting. I just wanted to share that.

GEORGE: You're absolutely welcome. It's my pleasure. Who would have known we would all have such a direct connection to Albert Einstein?

Timothy has posted a comment here: "Are you going to end the session with a John Denver song?"

Well, I am a trained vocalist but I don't know if we have any accompaniment for John Denver.

I have a tip here. There are probably an infinite number of techniques that you can use to upgrade your belief, your way of thinking, your habits, and your feelings. And I've used a lot of different ones. They're the ones that I intently did not present today.

What I wanted to do was to give you a simple approach, something that was not complex, and something that wasn't so overwhelming. This doesn't have to be complicated. It doesn't have to be emotionally hard. It doesn't have to be intellectually difficult to learn how to do this, to learn how to upgrade your beliefs.

So I gave you some things that I know you will not have heard about from elsewhere. But if you have other techniques that have worked for you, by all means, use those. There's no right or wrong way; there's only what works.

And having said that, growing yourself and growing your business is not for the faint of heart. It can be very, very challenging; and as I've emphasized today and as we've discussed today, the

key to true growth in your business starts with true growth within yourself. And it can get dark along the way.

The techniques that I've taught have helped me personally and, as you've heard from Kat, have helped other people to get through what can be very dark and challenging times and emerge on the other side where there's brilliant light, and that brilliant light is actually your own brilliance shining upon the world.

I'm saying that as a way to encourage you to take this on with gusto.

This is Sam's comment. He wanted to say that the broadcasting technique would be excellent to do right before giving a strategic session.

Sam, you are absolutely right on! This is a strong technique for centering and grounding yourself before any important presentation or conversation. It's even a great way to start out the day.

Thank you all for joining today and participating and Jill will send out an email to let you know when the video is up in the training center. And if you have questions related to any of the things that we have gone through today, as you continue to practice it, we can address it on Thursday.

Have a productive day and I look forward to working with you further on Thursday morning. Take care. Bye!