Kay Grace's Expert Interviews

Stress Free in 7 Minutes

With Blair Singer, Bestselling Author - Little Voice Mastery
Teleseminar #3

Kay Grace: Well, Hello everybody! I am so glad you can all be here. I am Kay Grace and welcome to ***Stress Free In 7 minutes*** with our special guest Blair Singer, bestselling author and world-class skills trainer in sales, team building, money and relationships. And he is one of Robert Kiyosaki's ***Rich Dad Advisors***. He has a bunch of books including *Sales Dog* and *The ABCs of Building a Business Team that Wins*. And the newest book is called *Little Voice Mastery*. That's pretty much what the call is about, and I'm pretty excited about it.

Before I start the interview with Blair I do want to remind you all to have your Notes Sheet in front of you. That will help you get the most out of the call. And if you haven't already downloaded them, you can still get to them by going to the very painfully long *(Laughs)* URL. But I am going to give it to you if you want to go and grab them now. It's www.StopFeelingStressedOut.com/thank-you-blair-singer.html. I'll leave that up for a few days so you will have a chance to get them. That's a thank you page so you just scroll down towards where it says 'Click here to get the notes'. And if you are listening to the recording and you want those notes, just send an email to me at kgrace@energyexpress.com with 'Blair Singer' in the subject line and I will send those out to you.

Ok so if you don't have the notes, don't worry about that. Just follow along. But everybody please give yourself the gift of no distractions while you are listening. Just turn off the cell, close the door, take some time to just focus on giving yourself this lifeline out of stress and overwhelm. This teleseminar is 3rd in the series of twelve interviews with guest experts. And it is designed to give you tools to lift you out of stress or negative thinking and overwhelm or just feeling stuck, and it's designed to work quickly. And I want it to be a permanent path for you to more peace. There are many tools out there and these are some of the best ones. And you can use them over and over wherever you are, no matter what's going on.

Some of you already know Blair and are taking part in some of his programs, or you might have been to a seminar or a home study course. This call is going to be a chance for you to get to know him a little better and learn more about managing and mastering the *little voices* in your head. And this is a good thing because once you can do that even just a little bit, you start to maintain and build your personal power and you begin to break through self-sabotaging habits. It builds confidence, it leads to greater growth and of course that leads to financial growth, and that's also a good thing. People want to be in a relationship with people who are real. And mastering the *little voices* that want to keep you small or just keep you in your comfort zone is really a critical key to living the life you've always wanted. It is really about being who you are meant to be from the very beginning.

Some of you are really new to Blair so we will spend a little time learning about how he came to be doing this work. And the skills, the tools that he

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uses to help people to manage that *little voice* and hopefully then, you will be able to do the same.
We've got people from all walks of life! We've got internet marketers and business owners and musicians and financial planners and realtors. Everybody is here to just learn a few important things –

- How to stop that crippling pattern in the brain, so you can attract more of what you want right now
- How to build powerful, lasting confidence
- How to end that self sabotage for good
- And how to stop putting off realizing your life long dreams
- Working on being your authentic self without worrying so much what others think about you
- And finally, how to keep the promises you make to yourself

We'll hear some great stories of how that's worked for other people. And finally, the fun part, we will have a live mini session with Blair to practice one these techniques and figure out a way that we can take it home and use it in our own lives.

I met Blair at T. Harv Eker's **Peak Potential Event** called ***Train the Trainer***. And that's where I really learned what it means to stand in my own power and deliver my gifts in my own authentic voice. I didn't have to be somebody else. It will take way more time than what we have to tell you the rest of what I learned. I just want to tell you that it was incredible! And I still use all of it to this day in my personal life and my professional life. So if you do ever have the chance see Blair in person live, don't miss that!

He is the bestselling author of three books – *Sales Dog*, that's the ***Rich Dad Advisors*** series book, *The ABCs of Building a Business Team That Wins* and then his newest book *Little Voice Mastery*. To find out anymore about these do go to www.littlevoicemastery.com. And in fact at that site, you do want to go there because there is a really cool self-assessment test. So you can see whether your *little voice* is helping you or hurting you.

Welcome Blair! Thank you so much for being on the call. Let's get right into it!

Blair Singer: All right! Sounds good.

Kay Grace: Ok, cool. Your latest book is *Little Voice Mastery* and you have been teaching this for sometime. I want to get an explanation out there. What is the *little voice*? Where did it come from? Why do we need to manage it?

Blair Singer: Well, first of all for anybody who does not know what *little voice* I am talking about, it's the one that just went, "What *little voice?*" That's the one. And we've all got them. I always tell people that mine sounds like my

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mother *(Laughs)*. But it is that chatter, as you described very accurately, that goes on in our brains. It's you know - "Should I or Shouldn't I? I am smart enough or I am not smart enough? It's too risky, I am afraid." You know whatever, "I am angry, I'm totally upset." Whatever it is! It's that chatter that goes on in people brains that really is not necessarily in a sane moment, the thing that you'd want to be thinking, or the thing that you should want to be doing.

So the reason I call it *little voice* is because it has a voice. And if you are like me, maybe you've got more than one of them. I think I've got a whole choir of them. And really where it comes from is it's just the summation of lots of experiences. And I am sure your group understands it better than most. I am not going to go into that much detail. It is that we store a lot of information in our brains that we don't think about all day. So it is stuck in our sub-conscious. And particularly, these experiences in particular if they had any emotion attached to them, we made some decisions around those.

For example, if you ever loaned money to somebody who did not pay you back and it upset you. Then I don't know that but you and I are doing business together like five years later and I say, "I am little short on cash could you loan about $20,000 - $30,000?" Even though you and I have for 6 months have been working well together, I pop that kind of a question and all of a sudden a red flag goes up. Your *little voice* says, "No way! Last time I did this, blah, blah, blah" and immediately our relationship changes. And you don't trust me as much; you don't want to hang around with me as much. It has really nothing to do with me. It has to do with your reaction that came up to the fore out of your subconscious that came up in the form of your *little voice*.

And I can relate that to love, to relationships, to business, to investing, to loaning money, to friendships, to simply even going to gym every morning and getting in shape.

The point here is, in all the years that I have been doing this, this is about the early 1980s, of working with individuals and working with businesses doing sales training and team building and business building and all that stuff. The truth of it is the effectiveness; the reason people have made so much money with these processes is because it has never been so much about sales. It has been mostly about managing the *little voice*.

It is not eradicating it because you are not going to get rid of it. I don't know how to do that. I mean if I knew how to do that, I'd make the pill and we'd all go to the Bahamas. But the truth of it is that you have got to be able to recognize that that's what it is. And then have a few good tools to be able turn it around in 30 seconds or less so that you can get back to, as you said, to your authentic you, which is the big you, that really knows how to make a lot of money, that knows how to have great relationships and how to have an awesome life.

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Kay Grace: That does give us a good reason to learn this so I appreciate it. What would you say are the most important things that we need to know about *little voice* management?

Blair Singer: I think I kind of alluded to it. I think the most important thing you know about *little voice* management is that you've got one. We've all got them. There is nothing wrong with you if you've got multiples! And if you ever felt crazy about that, then you are normal. Because one of my mentors once a long time ago said, "It's people that think they are crazy who are the people that are sane and the people that think that they are not crazy are the ones you really need to worry about."

Kay Grace: It's something that you can relate to.

Blair Singer: Yeah! I think we can all relate to that. And so, it's important to know first of all that it is there. And it runs us day in and day out.

And Number #2 is that the *little voice* is not necessarily you! I mean I will say it again; *little voice* is not really you. It could be your parents, it could be your teachers, or it could be your friends. It could the CNN web page, or it could be the latest pundit on TV. It could be lots of different things. But I don't get that out of all the little voices in your head and the little chatter that goes on up there very little of it is the real you.

And Number #3 is that once you learn how to manage it and understand that that's what it is and know some of the techniques that we talk about in my book, which really all those are the summation of what I have learned over the last 25 years from my great personal development trainers, coaches, gurus and whatever. It is once you are able to manage it, as you mentioned Kay, there is an authentic real you which is huge and capable of incredible things! And once you can manage it then that part emerges and then getting what you want becomes really simple. It's the not getting what you want that's the struggle, if you really think about it.

Kay Grace: I really love that! I mean I am a big fan of authentic selfhood. And your life could be happier, even if the other parts of it don't come in immediately. They will be there when you talk as yourself. That's an amazing thing!

Would you give us some idea Blair how you came to be doing this kind of work and why you do what you do? And you may want to tell us a story about maybe the best thing that ever happened to someone because of using this. Frame it whatever way you'd like.

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Blair Singer: All right. I wish I could tell you that I have always been one of those really goal oriented, result oriented, directed, focused individuals. But I have to tell you I don't think I am. I think probably I am more of a coward *(Laughs)* than most people.

Kay Grace: *(Laughs)* That's hard to believe!

Blair Singer: And that the truth of it is the way I got to where I am is that I kind of backed in the back door, thinking that what I was doing was a great idea at the time until I got myself into trouble doing it. And then had to figure a way out it.

Having said all of that, the way I got into this a long time ago when I was living in Hawaii, I was on the road to success. I was a corporate sales guy for Unisys. I was apart from being a beach bum to making boatloads of money, Number #1 in sales, married a beautiful woman, living in Hawaii. I mean life was just great and then it all crashed on me. And it started with a very painful divorce that hit me like a ton of bricks and I was not expecting. Then my business started to fall through the floor.

And it was about that time a friend of mine recommended that I take a personal development course. And I said, "What would I do one of those for?" He says, "Well your life is pretty screwed up. *(Laughs)* You might want to take a look at it." And I came to the stunning realization that all the money that I had made and lost and the relationships that had worked and then not had one thing in common which was obviously, me! And at that point, that was a major revelation for me. Well most will think, "No kidding, you idiot!" But for me that was, it was huge! To really get at a level that it wasn't possible that I created all of that out there.

And it started me out on a journey and that was about the time I met Robert Kiyosaki. And we had met just as friends in Honolulu. And he was in a very similar place in his life. And we went through this personal development training process together for many, many years right up until today.

And what I realized was that everything that was going on was because of my *little voice*. And as a result of it, I was able to turn my businesses around and build one of the fastest growing airfreight trucking operations of its kind at the time. My wife and I now have been married, next month in March we are going to celebrate our 21st wedding anniversary. Two great kids, great friends, doing business in twenty different countries.

So I mean, I really don't consider myself to be that great of a technician in sales or anything else. It's just that it's all been about *little voice*. And in the programs that I have done with people and you saw this Kay at the ***Train The Trainer***, how quickly once you are able to get to that point of decision and really get the *little voice* out of the way, how people just transform. Even in front of a room of three-hundred people, they will just transform within a matter of seconds! I mean you saw that, right?

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Kay Grace: I did see it. I saw it and I've got to say that it was probably the most amazing thing! Even listening and having the memory come back, all the hair on my neck *(Laughs)* is standing up and on my arms. It was just incredible! It was like hearing a choir hit all of the notes perfectly. You just knew that they were aligned completely with who they really were. And all the *little voices* were out of there.

Blair Singer: That's right. And I maintain that once that's done and once a person can actually see who they really are and really get the experience of that, and then armed with the techniques and with a little bit of practice is that what happens is that they never go back! They never go back to that other. I mean the *little voice* will come back in but people don't go back to that. I have had people that have you know quit their jobs and built multi-million dollar companies. Right now for example I have a sales partner who is one our franchises in Troy, Michigan, which has got to be one of the most depressed places.

Kay Grace: *(Laughs)* Don't say she is doing well up there!

Blair Singer: And she is killing it! I mean she is doing it. She is making this team $15-20-25,000 a month consistently right through the worst economy that the country has ever seen. And with simply using these same *little voice* management, which we teach to all of our folks and our franchise. And she just does a couple of routines on a daily basis and works the stuff and works it with her clients. And she just breezes through this stuff. And I could give you countless of examples, you witnessed some of them, you see them over and over again in a program.

But for me, the real test of all of this has always been – could I take it to the workplace? And could I take it into the real world outside even of a seminar? And really have people generate money and income and relationships.

And I have just got to tell you that I kind of get blown away at the things people come back and tell me about. Like, their game was too small and now they're doing business in four different countries! Or, they were making tens of thousands of dollars a month now they are making hundreds of thousands of dollars a month. And, I never thought that I would see millions but now we see millions on a regular basis. And you know it's really nothing. They already knew how to do what then needed to do in their business. It's just that their *little voice*, which was the roadblock, got out of the way.

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Kay Grace: Yes. I know that is so true of a lot of entrepreneurs and Internet marketers we have on the line tonight.

Blair Singer: Particularly in this economy because I always say to people I go, "Look! The terms depression, recession and inflation and deflation, are those economic terms or are those *little voice* terms? And the truth of it is they are *little voice* terms!

Because it's like Obama said it pretty well if you watched his speech the other day. He goes, "We are still making the same great products, working just as hard as we were a couple of months ago. None of that has changed! What's changed is the mindset." That's why Franklin Delano Roosevelt said, 'the only fear we have to fear is fear itself'. He was talking about the *little voice*. And that really when people understand that… obviously you've got to understand economics a little bit and understand the basics of business. I mean that's a skill that everybody still has to have. But assuming that, the only thing that stands in the way is the *little voice*.

Kay Grace: So true. It stands in the way of an awful lot of things. In your book, you mentioned something interesting, which I hadn't heard phrased quite that way before, speaking about when people get into procrastination and when they get into not taking action on those dreams.

Blair Singer: Which never happens, right?

Kay Grace: No, not to me! Never!

Blair Singer: Never! I know nobody here has never had that problem! *(Laughs).*

Kay Grace: And you call it 'self-value versus resistance'. Can you talk about that?

Blair Singer: Oh yeah. I mean this is the sneakiest one of all. And I tell you that it could be a dream of writing a book, building a business, going on a journey, working doing some volunteer work; it could be anything that you have had in your mind for any period of time that's a big game for you. It would be kind of a lifelong dream or one of many. And people never get around to it. And it always bothered me because it's same thing with me. And it really showed up when I wanted to write my first book. I couldn't get around to it and I was like what is going on? But as I worked with my personal coaches, my one on one coaches worked with me. But I realized what it was. Again, it was *little voice*.

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And here's what it is – I'll use myself as an example. I know I need to sit down to write the book. I know I need to sit down and write and get to the keyboard. But you know I got a couple of emails I got to get to them first. And then maybe I really need to clean the garage cause then my head will be in the right space. And all these little excuses and all these things that get in the way of getting to that thing that you know that you really want to do.

So why is that? It looks like procrastination, right? Well the truth of it is what's going on is what you have done, which your *little voice* has very mysteriously but purposely done. It's made cleaning the garage or given cleaning the garage more value than your book. Which is, what you allowed yourself to do yourself at that point is you have allowed it. The reason that people don't get on with their dreams, or on to their big game is because it is the *little voice* that goes, "Who will want to listen to you anyway? What do you know about that anyway? And nobody is going to buy that book anyway. And you don't know anything about writing anyway. And you don't know enough anyway. You are not inspired enough anyway." Whatever it is!

Kay Grace: What if they hate it? All of that!

Blair Singer: Yeah, all of that stuff that comes up. So what you do is you're devaluing your message. And that creates the resistance to getting out there and doing what you want to do. So it's really that simple that we end up inadvertently letting the *little voice* devaluing ourselves, or our dreams or what it is that we want to do. And believe it or not the emails become more important and more valuable then what you are doing, than that ultimate thing that you are supposed to be doing, the ultimate gift that you have to give to the world. The ultimate passion that you have gets stuffed because we allow the *little voice* to devalue who we are and what we have to offer. Because we don't think we are not good enough or it is not important enough or it can wait or something else is more important now. That's all *little voice* stuff that could just come from old conditioning and fear. Does that make sense? Does that explain it?

Kay Grace: Oh absolutely! It definitely does.

Blair Singer: So it looks like procrastination. But the problem is if you leave the word; leave it at the word procrastination you are not going to make it. You are not going to make a correction. That's why you've got to go, "No, that's my *little voice.* And what my *little voice* is doing is devaluing me. I've got to take a look at what is the gift that I have to give?"

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Kay Grace: I think that's the key of really people getting in touch with what gift you have. And of course a part of my mission is to get people to see that and get some of these things out of the way. So that we can get people out there because the world definitely needs every one of us.

Blair Singer: Oh yeah.

Kay Grace: You also talk about the fact that managing the *little voice* builds confidence. Can you talk a little more about that? Or tell us your favorite way to do that one.

Blair Singer: (*Laughs)* Well, yeah. Typically the *little voices* that I am talking about if you pick up the book; by the way if anybody is on, let's say if you go to www.littlevoicemastery.com and take a look at, you will see a picture of one of the *little voices* sitting there with a baseball bat.

Kay Grace: Yeah I love that guy! You guys got to go there. You have to go there just to see the picture. And then take the test.

Blair Singer: Yeah right. But that little bat, that's me. It's like every time I come up with an idea all of a sudden he is waiting in the shadows and go, "Whack! Not so fast you!" and all that kind of stuff. So what I say is that most of the *little voices* are like that. Once you have learned to manage them and stop them then what happens is obviously your confidence builds. Because then you get a little bit of success, you are able to move ahead a little bit further and your able to take the debilitating doubting *little voices* and set them aside and move past them. And get on with what you are supposed to be doing.

As a matter of fact, my favorite one comes from and it's in the book, it is also on a CD. I step you through it on the CD. But it comes from a guy by the name of Marty Seligman who wrote a great book called ***Learned Optimism.*** And he did a study of, just a clinical psychologist did, some amazing studies of sales people and high performance individuals. And what he found out is that people, he said that people are naturally either optimists or pessimists. He created a whole battery of tests to test it. Now his definition of optimist and pessimist is a little different than yours or mine. In fact an optimist, he rated you base upon how your *little voice,* he didn't call it *little voice,* but how your *little voice* interprets adversity and how it also interprets success.

And there are three, I am not going to go into all the categories because all you need is one of the three categories and all of a sudden all ready your life would change. But basically what he said is that, there are some people that are naturally confident, they are optimists. And no matter what happens to

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them, their *little voice* explains it in a different way than a pessimist would. So, for example, something happens to you, you are late for an appointment or somebody backs into your car something like that and you immediately go, "Why does this always happen to me!" Have you ever said that to yourself?

Kay Grace: Now and then, but, mostly I don't anymore.

Blair Singer: Not anymore! Because you are a little bit ahead of the game but what most people would do is that they go, "Why does it always?" It doesn't always happen to you so you immediately made it global. As opposed to an optimist person that would say, he will be upset but he would never make the statement that, "Why does this always happen to me?" Now on the flipside, on success, let's say you win the lottery and so if I say to you, "How come you won the lottery?" What would your response be?

Kay Grace: I suppose my response would be, "Good things happen when you are positive and looking for good to come to you."

Blair Singer: Ok, good. So how would most people interpret winning the lottery?

Kay Grace: Luck.

Blair Singer: Luck. See! Exactly right! And what he would say is that a pessimist would say, "It's luck" and an optimistic would say something like what you said, "It was mine, I put out that energy. It's my destiny. It was coming to me. I knew it." You know whatever the case might be. Now, some people think that's egotistical and all that stuff. But it's a game you've got to play with your *little voice.* And what he found, and this is what was amazing to me in the research that I did many years ago in this with him, was that – just by that switch alone, these couple of switches that I just mentioned to you, that people even with no selling skills, no product knowledge, very poor presentation did consistently a minimum of 34% better in sales and income than those that did not.

Kay Grace: Wow! Again I would say that that's got to translate to relationships too.

Blair Singer: Of course it relates to everything. 34% better in your communication with your significant other; 34% better in your ability to handle a difficult situation; 34% better in your ability to discipline yourself to be in shape. It is all the same stuff, you are exactly right! And so when I saw that, I am

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going, "Ok so if I could do it on purpose, now that I know about *little voice* mastery could my results be even better?" And the results are 2 and 3 times that! So that's what's really exciting.

So in answer to your question on confidence, it's simply being able to identify the doubting *little voice.* And know exactly what to say to it in 30 seconds to turn it into an optimist perspective and change your results.

Kay Grace: That's awesome. And you think to yourself, it shouldn't be this easy. That's the *little voice* talking. But it really is at least when you give these guys some tools. Another scheme in handling the *little voice* that we have touched upon a couple of times is about 'learning to be authentic'. And I wanted to get your perspective on why do most people find this a challenge? How do I know when I am being my authentic self?

Blair Singer: Well, we will do a little exercise on that at the end. Ok?

Kay Grace: Ok. Great!

Blair Singer: But let me just explain it. The truth of it is and I get a sense of your group Kay and they will understand this. The fact is 'who you really are' is really very, very, very big. And most people don't get that. They think they are just as big or bigger than their body, or whatever. But 'you as a being' and 'who you are' is huge! I mean absolutely huge! But most people don't have a sense of it. They don't have a sense of that because you grow up in this body and you know this is who you are, and you are limited by this. And so most of our life going through school particularly and going to work, we are trained to be small. We are trained to be containerized and conditioned to be small. So what happens is that the minute you begin to feel like a legend in your own mind, which I know we have all done that.

Kay Grace: I totally love that thing.

Blair Singer: Yeah! It's the minute you begin to feel like a legend, which is the real you, I maintain that's the real you, then all these *little voices* go, "Well you are not that big, what do you know? What happens when you screw up? And you are going to look like an idiot!" and all of that stuff. That's why one of the biggest limitations that keep you small is your fear about what other people think about you because it is the Number #1 fear of human beings. Most human beings have the fear of looking stupid or public humiliation or ostracism or whatever. And that huge fear is what keeps us small and keeps us in the cocoon to be safe.

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Now there is a good reason for it because obviously, when the first time you raised your hand as a kid in school with the wrong answer and everybody laughed at you and the teacher told you were wrong and you looked like an idiot and all of that kind of stuff. Or, the first time you messed up or your boyfriend or girlfriend or significant other shut you down or whatever. All those things that come in there, build into that subconscious I was talking about it before. So anytime you are faced with a situation that potentially looks like that, the *little voice* takes over in order to protect you!

But the truth of it is, it keeps you small. That's why you know in our program the biggest thing that I am getting people past is, if I can get them past that, Number #1, *little voice* issue of worrying about what other people think about you and get you at least for ten seconds to feel how big you are. You saw it! I mean people were actually shaking. People started shaking because they were going, "Oh my God! I had no idea!" And at that point then world becomes so much easier to deal with.

Kay Grace: Yeah. I can't think of anything more cool than watching people step into their own authentic power.

Blair Singer: There is one other thing I want to say about that to you, which I think is really important. One of the other reasons people are small is because they are good people. And let me explain that. The reason they stay small is because what stops most sales people, what stops most business people, what stops people from having great relationships is something that one my mentors, one of my current coaches calls ***harmful acts***. In other words, at some point in their life they did something that hurt somebody else.

Now they didn't do it on purpose and you know it was a mistake and maybe they had best intentions. Maybe it was a product that she sold that didn't quite deliver. Or maybe it was a commitment that you made to somebody that you couldn't keep. Or maybe it was a picture, an idea, or scenario that you painted that just didn't come quite true. And so people don't want to hurt other people again and so they hold back, they stay small. They don't like to sell because they are afraid, "What if I communicate this dream on what I can deliver and all of that stuff. Then what if I don't deliver? Then I will hurt them. And then they won't like me" which comes back to the other one. You see what I am saying?

Kay Grace: Oh definitely.

Blair Singer: And so part of this whole deal is, part of this querying and this processing is learning how to rid yourself of the fear of ***harmful acts*** that maybe you have done in the past or whatever. And being able to let it go, be present.

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And once you are able of to let go of that *little voice* issue, "Boom! Man! You are so big!" I mean I find that if I nail it down to the one single thing that keeps people small, it's that fear. Mostly, because people are really good people so it's kind of a Catch 22.

Kay Grace: That's a good one to notice. I kind of like that. You also talk about in your book about building up your strengths versus your weaknesses. You say a really interesting comment that at first I thought, "What?!" And you said, '*You can't be whoever you want to be*.' So what did you mean by that?

Blair Singer: Yeah. I mean even though I have been immersed in the personal development world since 1982, I am very cynical of it. Even though I am in it but you know people go out there and they say things, 'You can be whoever you want to be' and I just think that's a big lie. I don't think it's true at all! As a matter of fact the problem with that is, first of all you can't be whoever you want to be. Look, I love playing basketball. Barack Obama loves playing basketball! But if he wanted to be a NBA all-star, there is no way it's going to happen. It's not being whoever you want to be, it's being whoever you are supposed to be.

Kay Grace: I like that.

Blair Singer: See, there is a big difference. And you know a lot of people say I want to be a multi-millionaire and all that stuff. Well maybe you can, but maybe that's not who you are supposed to be. Maybe you are supposed to be a great parent, a great companion or a great I don't know a technician of some sort, I don't know. But my point here is this – I believe, as you said in the very beginning, I think we are all genetically programmed. Some of us are programmed to be great, to be big, to be able to make a contribution. Some of us are maybe making similar contributions, doesn't even have to be even a unique one. It's just that we all have something to offer. And if you can get to that and put some good business principles around them you can get rich at it, if that's what you want to do.

But the bottom line is either way you are going to lead what I call a *rich life*. Because you will be doing what it is you love doing, you do it well, you are great at it. People love you because of it. Time becomes a non-issue. You don't worry anymore about balance in life and all those kinds of things that everybody is always worried about. And my experience is operating off of the delusion that you can be whoever you want to be may not necessarily be true. Because you maybe, work at it, work at it, work at it, and work at it and with that thought in your brain, that barking down the wrong path, you end up frustrated and cynical at the end of the day. "I am doing all the stuff how come I don't I am not getting what I want?" Well, it is because maybe you are trying to be somebody that your parents wanted you to be. I have a

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friend of mine. (*Laughs*) He is a great, great, great business guy right now. He is actually in the training business now but he says, "I realize that at age 36, looking in somebody's mouth that the decision to become a dentist was a decision made by my parents and by a 16 year old kid, being me." And he goes, 'that's not who I am.' You know he did ok as a dentist, but now he is doing great as a trainer actually. That's kind of an example.

Kay Grace: That's excellent! And you talk in the book too about your working on building your strengths too. I guess that's a part of this.

Blair Singer: Yeah. If people say you know, I was talking to a guy today that was talking to me about trying to get me to contract and license his self- diagnostic tools. And he went through the whole thing. He goes, "Here, you see here are the four areas of weakness in a person and you would identify those and work on those." I am going, "Why would you do that?" He goes, "Well, because so they could be more…" And I go, "No! Look! If this guy's weak here that means he is strong over here. Why would you have him work on being somebody that he is not? That does not even make sense to me. I would look at the stuff that he is already ranging good on and just focus on that stuff." He was, "Well, that's not how we use it." And I go, "Well, that's how I would use it." Because why work on things that you are not naturally good at, spend your life worrying about that when it is hard enough to figure out what you are good at.

So my point is, there are things like being lazy and procrastination, we talked about that and other things. And I am not talking about those kinds of weaknesses. I am talking about maybe you are just not a real good people person. Ok well that's ok, maybe that's all right. If that's not you and that's not a source of frustration for you and you really like working behind a computer screen, you are really good at it, you get a lot of enjoyment out of it then that's what you ought to do!

Kay Grace: Yeah definitely. I love that. It just gives you permission again to be who you really are. I mean that's what outsourcing is for.

Blair Singer: Yeah. Exactly. Exactly. Again when it comes to business however, I always caution people because a lot of people in the personal development world feel that as long as I am doing what I am supposed to be doing, everything is going to be ok. And that is not necessarily true either. Because there is another *little voice* that says, "Well I don't know anything about business so I am not going to worry about that because I am just going to do what I know I am supposed to be doing." Which is not a very healthy *little voice* to listen to. Because you've got to know how to or be aligned with somebody that knows, the good basic business, money, finance principles so that you can also live the lifestyle that you want, doing what you want to do.

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Kay Grace: Definitely! You have to have a certain level of skills.

Blair Singer: Right. And I have heard a lot of people say, "Well I am not getting numbers or I can't sell or I can't do this" and I go, that's just your *little voice.* Truth is when you were dealing with the little colored blocks you knew how to deal with numbers. And when you were dealing with finger paints you knew how to create. (*Laughs)* You know so there are some basic skills that we can all learn.

Kay Grace: Yeah. That's important to know. I have got another question too. Another place where I noticed that the *little voice* tends to get very loud is the area of accountability. So you know we make these promises to ourselves, to other people and it can be a tough thing to keep them. What would you say is the single best way you know of to help people keep the promises they make?

Blair Singer: Well, the first and foremost it is called a *code of honor*. We talk about it in the book called ***The ABCs of Building a Business Team That Wins*** because you need it for teams and organizations, but you also need it for yourself. And that basically a *code of honor* is exactly what it says, it is set of rules of how you govern yourself. Or if it is a team, how we treat each other on a team. Like in a team it would be, there could be rules like - never abandon a teammate in need, be on time, if you got a problem go direct don't go behind people's backs, take personal responsibility. I mean these could also just be true in a personal *code of honor,* same kinds of things.

So for a *code of honor, 1st* of all there is a set of rules, not values not principles, but actual rules that you know you need to have to kind of corral yourself to make sure that you are doing the right thing. That's number #1.

Second is that you've have got to surround yourself. Business, life, relationships, health is a team sport. If you or if we were supposed to be alone, I don't think God or the Great Spirit would put seven and half billion of us on the planet all at one time.

Kay Grace: That makes sense.

Blair Singer: You know! We are supposed to operate with other people. And this is where most people fall down because they don't know how to manage a relationship, can't build a team. Just to say that step Number #2 is to be able to be accountable is to surround yourself with a group of people, friends, associates, whatever that will help you keep yourself accountable and you will help them be accountable and accountable to each other.

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Napoleon Hill, the famous Guru of personal development, way back once said, 'the fastest way to change your life is to change your friends'. You've got to take a look at whom you hang out with? Who are the people that you hang out with? Who do you make commitments to? And do they hold you accountable to the commitments you make to them and the ones that you make to yourself?

I mean Kiyosaki and I have been best friends and business partners for many, many, many years. We don't see each other that much anymore even though we are even in the same tab. But they are certain levels of commitments that we have made to ourselves and to each other that we will routinely call each other on. It's having to with health, having to do with our own personal development mostly. Mostly it has to with our personal lives, more with our personal health and our personal mental and emotional, psychological, physical health than it does with our business. And we have served each other more than once in terms of holding each other accountable. I maintain the way to do it is through those two ways.

Kay Grace: I love it! That's an excellent idea. Anybody can start off a small group and find new friends that want to be in the same place.

Blair Singer: I would maintain Kay, even more than that they are already there. You don't even need to form it. They are already there. Now all you do is you get your friends and say, "Look do we want to step up our game?" And some people will want to and some people won't.

Kay Grace: That's an excellent way to do it. If you can, tell us what you would consider to be the single most important thing; a lesson you would like to get across today? If there is anything you want to put in a nutshell for us?

Blair Singer: Ok. I want to do a little session on that one.

Kay Grace: Ok, that's great.

Blair Singer: And I would say this in 2009, in the economy that we are in and the things that are going on, there are 3 primary skills that any person, if you are going to succeed, I mean these are skills you should have but more importantly now.

Number #1 and not necessarily in that order of importance is, *you have to be able to connect with people* and be able to pull people in. See in difficult economic times and in emergencies, people run to their own corners for survival purposes. They want to take care of themselves, they run away,

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they try to do things on their own, put up the walls and protect themselves. And that's exactly the opposite of what you should be doing now. So people that know how to pull up, know how to bring teams together, bring people together, connect them, get joint venture, not just doing venture in business but I am saying bring people together. That's one skill.

The **Number #2** skill related to that is *people handling*. You've got to be able to deal with people because people's emotions go up and down; there is a lot of fear out there. And the ability to really be able to deal with other peoples' *little voices* as well as your own and to be a good people handler.

But the **Number #3**, which is the piece that I wanted to talk about, probably the most important one of all is what we call *mood level*. The people right now in this economy they are able to elevate - not only keep their mood level high but elevate the mood level of other people, will do extremely well. The matter of fact, it's been proven over and over again whether it was the Great Depression or whether it was in a recession or any kind of times, is that people would actually pay money to be in the presence of a person that can raise their mood level for them.

Kay Grace: Awesome!

Blair Singer: Whether that would be in sales, whether be in business, whether it be in relationships, whatever it is. And right now, all you got to do is to put up CNN anytime and or any newspaper, and get plenty of bad news. And it is very easy for mood levels to go down. And I tell my sales partners is that their goal is, you have to be able to go in any establishment, any place and raise the mood level of that place in 3 minutes or less.

Kay Grace: That's awesome!

Blair Singer: And it is very easy to do! It is very, very easy to do if you can get yours up. So what I wanted to do is, I wanted to, you said you wanted me to do a little mini-session here.

Kay Grace: Definitely.

Blair Singer: So what I was just going to do is and this is right out of the book and right out of the CD and I am going to step everybody through it. And I just figured that I could do it with this group because they will understand the language here. Ok?

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Kay Grace: Perfect!

Blair Singer: So you want me to do it?

Kay Grace: Take it away!

Blair Singer: Ok. So this is the *little voice* technique that you do when your mood level is low. When you are in a slump, you are not feeling good, you feel like the best thing to do would be to go back to bed and turn the electric blanket up to boom and forget about it. Ok? And I know everybody has got one of those days.

So basically what it is, it is a series of 3 questions. So is it ok if I role-play it with you?

Kay Grace: Sure.

Blair Singer: Ok. Good. So assume, just to mock this up, assume that you were in a low tone, a low mood. Maybe it could be fear, it could apathy, could just be tired, it could be whatever. Ok?

Kay Grace: All right.

Blair Singer: So the first thing that you would say and I would say to you or you would say to yourself, and by the way I always recommend using these techniques out loud. Not just saying them in your brain because there is something different that happens when you are physical with these things.

Ok, so the first question I would say is what mood are you in?

Kay Grace: Oh well, I am feeling kind of low and tired.

Blair Singer: Good. Thank you. So again what mood are you in?

Kay Grace: I am just frustrated and kind of just don't feel like doing anything.

Blair Singer: Ok. So now I as I ask these things, just identify your mood as it really is because what happens is that the more I ask, every time I ask the question

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and you acknowledge where you at something magical happens in your brain. And you begin to move up the mood level. So what mood are you in?

Kay Grace: Just tired and just not feeling energetic.

Blair Singer: Ok good. Thank you. What mood are you in?

Kay Grace: Well, maybe I could move a little bit.

Blair Singer: Ok good. Thank you. What mood are you in?

Kay Grace: Well, I guess I could start with something small.

Blair Singer: Ok good. What mood are you in?

Kay Grace: Hmm… I am feeling kind of neutral.

Blair Singer: Ok good. Thank you. What mood are you in?

Kay Grace: I guess I am feeling like I could do something.

Blair Singer: Ok good. Excellent! Next question is this. What game are you playing?

Kay Grace: Trying to avoid something that I am scared about.

Blair Singer: Ok good. What game are you playing?

Kay Grace: I am trying to get to a place where I can finish this project.

Blair Singer: Ok good. What game is that?

Kay Grace: Oh! I really want to write this book.

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Blair Singer: Ok good. So you are in the book writing game.

Kay Grace: Yeah.

Blair Singer: Ok. So what game are you in?

Kay Grace: I am in the book writing game.

Blair Singer: Awesome! Thank you. Again, what mood are you in?

Kay Grace: I am in the book writing game.

Blair Singer: Ok. But what mood are you in?

Kay Grace: I am feeling pretty good actually. *(Laughs)*

Blair Singer: Ok good. And what game are you playing?

Kay Grace: I am playing the author game.

Blair Singer: Good. Now, how big are you?

Kay Grace: I am really big. I am going to be a bestseller.

Blair Singer: Ok good. How big are you?

Kay Grace: I am really big. I am going to get this thing promoted all over the planet.

Blair Singer: Ok. How big are you in terms of physical space?

Kay Grace: I actually feel really big. I don't know, maybe 30 feet in all directions!

Blair Singer: Good! Awesome! How big are you now?

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Kay Grace: I think I am as big as my house.

Blair Singer: Awesome! How big are you now?

Kay Grace: *(Laughs)* I can't feel it. I am out to 494- that's a highway near here.

Blair Singer: Good! Excellent! Very good! So you see, in that process, those three questions and you ask him again and again so you feel a little movement. Really, once you get him down, as you said, even in a role-play, you could hear it in your own voice, even though we were role-playing that the laughter comes up and the energy comes up and now your mood level's high again.

Kay Grace: Definitely! And I was trying to put myself in a frustrated mood. And it was really amazing! I mean I am laughing because it's like, wow! That works so fast!

Blair Singer: Yeah! It works really fast. So all of you that are listening, hopefully if you are doing it yourself, you will notice… See, you've got to be careful because *little voice* will go, "You should still be feeling tired." *(Laughs)* and one thing that we always say about the little voice, when you recognize it's a *little voice*, the first line of defense is to say very firmly out loud one word. Do you know what the word is?

Kay Grace: I am not sure.

Blair Singer: STOP.

Kay Grace: *(Laughs)* Oh! Makes total sense!

Blair Singer: Stop. And we call it in NLP; it's called a 'pattern interrupt'. But you know you just go STOP! And then you repeat those questions. So there are 3 questions again for those of you who want to practice this. And you can practice this on others.

The first question is, what mood are you in? And you just keep repeating it, what mood are you in? And you watch until you feel some movement in your mood. Ok, once you feel that little bit of movement, like you got to neutral, that's good.

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Then I said, what game are you playing? So it could be the business game, could be a parenting game, could be a relationship game, getting healthy game, anything! Whatever comes up, there is no right or wrong answers. Until you get clear what the game is.

And then you go - how big are you? Well, I am just as big as my body. Ok, good. How big are you? And just as you ask the question, you will feel yourself begin to expand to how big you really are. And like when you said you couldn't come up with words at the end on the last, how big are you? That's very normal. That's exactly what happens in the process.

And now go out and make the sales call. Now, get up and go to the gym. Now, go talk to your significant other. Now, sit down to the keyboard or whatever it is that you are going to do because your mood level is back up again. And it doesn't take very long to get it down.

I will give you one last example. My wife was a little bit of a non-believer of this one, on the how big are you piece. And I said, "Let me just check this out. Watch this." And we had never done this before. This is years ago. And Benjamin, my thirteen-year-old at that point was about four or five. And he comes running through the door and I go, "Hey Ben, Ben, Ben, Ben!" And he goes, "What dad?" And I go, "How big are you?" And he just stopped, looked up; his eyes kind of rolled a little bit. He goes, "four universes daddy!!!" and boom, he's out of the room.

Kay Grace: *(Laughs)* That's awesome!

Blair Singer: And we both had tears in our eyes. Because that's who you really are, four universes at least! And that's how he feels. And that's the way his energy is. And it's our job as a parent in the parenting game is to make sure we keep him feeling that much space because if he does, no matter what he does, he'll be great!

Kay Grace: That's definitely going to be what I write down for my best takeaway on the Note Sheet is, '***I am four universes at least'***.

Blair Singer: Four universes at least Daddy! I will never forget that one.

Kay Grace: That is a great story. Well, I want to give you time to tell us a little bit more about what you've got out there and all the ways people can connect with you and learn and really grow with these techniques. Is there anything else that you want people to know of specifically? Or tell us a little bit about what products, classes, service, anything, tools that you have. We want to hear about all that.

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Blair Singer: Oh sure! I think you already mentioned it. If you haven't done it already, you want to definitely check out www.littlevoicemastery.com. And take that test; it's a free diagnostic! And what you'll find is where your *little voice* is helping you and hurting and it's really, really quick to do.

And also, I would recommend it; we have just released the book, *Little Voice Mastery*. All of these techniques, there are twenty great techniques in there, one of which you heard just now as well as about nineteen other really great ones. How to be authentic. How to get rid of the procrastination and the self-doubt and devaluing yourself. How to get to your authentic self. Probably, the best is that I've tried to take twenty-five years of personal development training and make it really simple or really fast quick read. And yon can either order it on the website or just go to www.amazon.com and grab the book. As a matter of fact, the other offer is… (To Kay) Is it ok to make an offer to your group?

Kay Grace: Oh absolutely!

Blair Singer: Ok good. So here's the deal. Because we really want to get this book out there and make sure a lot of people get it, just imagine for a minute if everybody in your family had their *little voice* under control! *(Laughs)*

Kay Grace: Sweet!

Blair Singer: You know what I am saying? Or if you're in a network marketing business, we have had several people that have bought several hundreds of the book just to get out to their people. And already noticed a huge behavioral change after the first week of reading the book.

So here's the deal. If you go to Amazon and buy the book, and just show a proof of purchase of this thing, anybody that buys twenty books or more, I give them a $1000 voucher towards my two-day program! It's a $2000 program. They can come for half-price.

I'll throw in the *Little Voice Mastery* CD, which has all the twenty techniques on audio. And I actually step you through it so you can have me step you through it just like I did in this case, step you through all those techniques.

And we do a *Little Voice Mastery* newsletter every month. It's normally about $30 for our VIP users. And in it, I send out a newsletter that's filled with moneymaking articles and how to manage your *little voice* and how to build your business.

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There is a one-hour open call with me every month with that, that you can call in and directly ask me any questions that you have about anything about business or *little voice*.

As well as a one-hour interview with great people! I think this month, Kathy Toon, who's a Division-1, tennis coach at UC Berkeley talks about how to manage that *little voice* in the twenty-five seconds between interactions. And she coaches tennis to all the great tennis stars. And has interviewed the top athletes like Steve Nash and Michael Jordan's parents and all the people like a lot of the parents of great athletes and how they train their kids. So it's one of those and you get two for two months for free. We throw that in there too.

As a matter of fact you can register for that for $1 on the website, if you want to do that. So I just want to make that available, it's twenty books, get them out for all the people. It's a great gift for your friends, with that you get a $1000 voucher. And if you really have a big team, you really want to take on seventy-five books or more, I'll give you my whole two day program for nothing! Just for free! And you've seen it Kay.

Kay Grace: Yeah!

Blair Singer: I work with people one on one. Get them to break through their *little voice* issues and immediately get them onto you know being able to negotiate, to be able to sell, to be able to build business, to be able to be whatever it is your dream is to get you online to get that done. That's a two-day program. Anywhere in the world that I am doing it, you can come absolutely free! As well as, you get 30 minutes with me one-on-one. That's 75 books if you go to Amazon.

Kay Grace: And I myself have a confession to make that I actually did that because I want so badly for people to have this.

Blair Singer: Oh great!

Kay Grace: So I did that and on my new blog, which is www.stressfreein7minutes.com, I am saying that three people who were on this call, the first three to post a comment or send me an email saying why they signed up and what they learned tonight, can have one of those books.

Blair Singer: All right!

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Kay Grace: But don't let that stop you buying some to pass on to your friends because you definitely want to do that. And that would be wonderful. So Blair, I really want to thank you so much for being with us and sharing all this.

Blair Singer: Can I just make one more comment?

Kay Grace: Oh please! Please!

Blair Singer: I want to leave everybody with comment particularly going into 2009. And it's that you just really, really have got to get… I want you hear this. You really have to get how big you are. Most people just do not get how big they really are, how much you are really capable of and how much you have to offer. And when you finally get a sense of that and get a feel for it and actually be able to get a sense of it for a moment, the world will never be the same for you. And the only thing that stops it is that *little voice* between your ears. It was put there, it developed there for protection for whatever purpose, but I just want people to really get Kay how big they really are. And to just do whatever it takes to have the experience of that.

Kay Grace: I agree. I couldn't agree more. That's just my own mission in life too. And you have just handed out some great tools and again through your book as well for people to do that. And do it pretty easily! So we can help each other.

Blair Singer: Yeah! Absolutely!

Kay Grace: And let us open up the lines one more time if you are still with us stay on so we can say goodbye and thanks to Blair. And I also want to be sure that you all hear how much I appreciate you taking the time to be on this call and saying yes to an invitation to grow yourself. And so I really want to honor you for being on this call, all the guests. Thank you.

(End of teleseminar)

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