Marinna: Hello everybody, this is your host Marinna Rose. Welcome back to Activate Your Power Within Educational Series where you will find freedom from your addictive behaviors. Before I get started if anyone is on the phone listening and you’d like to also find us online you can go to [www.activateyourpowerwithin.com/webcast](http://www.activateyourpowerwithin.com/webcast). Well, today I’m very excited to be bringing all of you, Michael Bernoff. Sometimes the stars just align just right for things to happen. And this has been happening a lot for me lately, and it certainly did with Michael. So, I know that if you’re on the call today, he has a very special message that you all need to hear. So, please stay tuned for this hour, it’s going to be great. So let me tell you a bit about Michael before we get started.

Michael is a results coach blessed with the unique ability to zero in on what people need to experience remarkable transformation in their lives. He’s been called a miracle worker. While the incredible changes they experience seem like a miracle, the reality is, Michael believes, that we all have the capacity for greatness and those who have had the privilege of hearing Michael speak will confirm they experienced a startling new clarity, visions for their future and sense of purpose that had previously eluded them. Michael has the ability to not only cut through the clutter and obstacles that keep most people stuck in a rut, he does so in a warm, energized and entirely honest way inspires his audiences to action.

Having helped thousands of people to overcome traumas, phobias and addictions, he likes to assist people rapidly so they can get on their way rather than living with whatever story they have been carrying around with them for however long. His background as a top performer in direct sales, corporate recruiter and effective sales trainer created the foundation for success and left Michael with a unique understanding of his needs and challenges in those in all types of business, especially involving direct sales.

The creator of Human Interactive Technology and a gifted communications expert, Michael has successfully worked with individuals, organizations, businesses and corporate leaders to share the desire to rise above inertia and instead provide dynamic leadership in both their own lives and lives of others in spheres of influence. So, please everyone welcome Michael for the call. Michael, thank you so much for joining us. Michael welcome.

Michael: Well, thank you. Can you hear me loud and clear?

Marinna: Yes, we can.

Michael: Perfect, I’m excited. I hear the intro and I’m like okay “She’s talking about what I’m going to cover here today.” I love it.

Marinna: Good. Good. So, do you mind just starting off with a brief background about yourself a little bit, and why you got into this and you’re so passionate about helping all of us with all these issues that we having?

Michael: Yeah. I’m thrilled. At the end of the day the biggest thing is when you read my bio, I guess and you’re going over a little bit what I do, at the end of the day the biggest thing that I love doing is helping people get from wherever it is they are in their life, whether it’s economic, whether it’s relationship, whether it’s traumatic experience, whether it’s just addicted to something, whether it’s food or it’s addicted to the wrong relationship, or addicted to anti-depressants or even just being depressed as a whole, and I’m just obsessed about getting people to change those things in their lives really, really quickly.

The best story I can give you is, I’ve heard people ask a quick version of how I got started doing what it is that I do, I don’t have that really cool speaker story that most speakers have about growing up broke, or being poor, and living down by the trailer park, or I don’t have that cool story about being rich and this all I wanted to do my whole life. I grew up in a very, very unique way and a lot of people can relate to what I’m about to share with you right now, I grew up in something called middle class America. Complacency was throughout my entire family, complacency was through my friends, and there’s nothing wrong with where we were at in our lives. It was one of those things that we had enough so no one was teaching anybody how to get to the next level, or how to stop doing what we were doing, or how to be better at things.

One day I was luckily introduced to some information shared with me a couple of things and from that day forward I realized something very interesting about life that just because you are a certain way now doesn’t mean you can’t have what others have, it doesn’t mean you can’t feel and be how they are, it doesn’t mean you can’t have relationships, energy, whatever it is they have. I came across some really powerful stuff and literally changed my life because I went from thinking that where you are right now is pretty much where you’re going to be the rest of your life to whatever you desire to create for your life is what you’re going have. And it doesn’t have to be any “woo-woo” or strange odd things, or rubbing crystals together with rocks, it really is how to learn how to operate your mind to give you what it is that you’re looking for in your life. I’ve been thrilled since that day and it’s been an obsession of mine once I figured out how to get my life to the things that I want in my life to really going from lying to myself and saying everything is happy and great and knowing it’s not to getting to where I literally have created my life the way that I wanted, both in my relationship and my finances, economics and as well as my health.

So, my answer for you is how I got here was, I don’t want to say by luck, it was not divine destiny, it was a couple of great choices just like you guys being here listening today, I came across the right information, a lot of which I’m going to share with you, and it was something I was ready to hear and it literally took me from being someone who is accepting where I was at and almost addicted to being average in life to someone who said “You know what? There is things I want. There’s a way I want to live and I want to find a way to do it.” That’s the quick version of about a 22 year story.

Marinna: Yeah. That sounds very interesting. Well, I’m very interested to hear what you have to say. So, where do you think that most people go wrong?

Michael: When you say most people go wrong it depends on what it is what you’re referring to when most people go wrong because I’ve realized in life most people have things that they want in their lives, most people have desires. A lot of people say to themselves, “I’m not sure why I’m at where I’m at in life. I know better.” I’m sure you’ve seen this yourself; there are things that you currently do in your life that you say to yourself, “Why am I doing this? Why am eating this?” just as it’s going in your mouth. You say things to yourself like, “Why am I doing this? Why is this happening to me?” And for the end of the day, the biggest thing is what gets people to change, what gets people to really go to the level that they really want to get to in their lives is really making that decision, making that conscious decision that you want to change things.

So where most people go wrong is they know what it is they need to do to change, they literally have the actions down. They know, let’s say they’re an alcoholic, they know they shouldn’t go to the bar; they know they shouldn’t buy alcohol anymore, but just changing your actions doesn’t change much at all. It’s no different than you and I looking to change our diet. You change your diet but you still want to eat the chocolate cake. You know that you should get out of a relationship that doesn’t serve you. It’s abusive, you’re addicted to the wrong relationship, you’re addicted to the wrong partner and you keep on going back to the wrong thing because part of your identity is attached to what you are currently doing and just changing your actions is a piece of it. So, if I were to say where most people go wrong is they’re focused on their problems and they’re looking to change their actions and they’re not changing what may be causing those actions in the first place.

Marinna: So, we need to stop focusing on our problems and focusing on the good things?

Michael: Yeah, it’s not just the good things. What most people do is they focus on what’s wrong and what I mean by focus on wrong, they may not be negative people, they focus on being overweight, they focus on an addiction to pharmaceutical medication, they focus on addicted to sex, they focus on addicted to the wrong relationship.

I mean, there’s a gazillion addiction that I have seen in my life. I’ve dealt with everything from suicide, to people that are addicted to habituates, to people that are addicted to hardcore narcotics, heroin, cocaine, people that are addicted to just like being miserable all the time. I realize all it comes down to is a program that you’re operating from and for some reason you’re enjoying it, for some reason you’re getting some of your needs met, your pleasure met in your life, you feel good about it, you feel at some level it makes you happy. And as long as it’s something that you enjoy you’re always going to do it.

Like, if I take chocolate cake away from you and you love chocolate cake even though you want six pack abs, I promise you you’re going to go back to the cake and the cake is going to feel a lot more comfortable than going to the gym day in and day out and eating salad. So really, at the end of the day, is focusing on solutions in your life is really one of the biggest key fundamental principles for people. I can discuss that in a little more detail here in just a bit.

Marinna: Sure, yeah that’d be great. I’ve also heard you say that we are reaction-based people. How can we…?

[Crosstalk]

Michael: Yeah, go ahead.

Marinna: I was going to say, how can we…? Do you have any more tips on how we could be more action-based? Because we are reaction-based, we have a tendency to wait for things to happen. I’ve also heard you talk about desperation. Like we won’t do anything really until we’re pushed to that level of, “Okay, I have to do something now.” How do we do something before we get to that desperation point?

Michael: Well, there’s a couple of pieces there and I’m going to jump all over the place to answer that question in a few minutes. And, if you’re listening to this right now and you’re dealing with something that you really want to change about your life. I mean, you can be addicted to the wrong behavior of money, overspending, buying the wrong things, putting your money in the wrong area, doing ridiculous things no matter what it is in your life that you know you shouldn’t be doing, I’ve realized that what drives human beings in behavior in most people is very, very similar.

And really the challenges that most people have in their life are usually like four or five things. Two of them which would never probably show up in anybody’s life, so it’s really like two things that you’re dealing with that stop people from getting what it is that they want in their lives. And once you uncover what those things are it’s really easy to work with them and get them to shift.

And one of the things that I’ve learned over the years, and I call it now my New Technology of Success, and I call it that for a reason because whatever it is that you desire to succeed at, whatever behavior you’d like to have in your life, however you’d like to feel, what you’d like to do, no matter what area of your life that you are in it really requires getting yourself to understand three very simple things. That if you’re at a place in your life that you don’t want to be, whether it’s an addiction, whether it’s economics, no matter what it is, I could make a list of a thousand things, the first thing you have to do even if it’s as simple as this you’ve got to decide that where you are is not where you want to be.

And I’m guessing that if you’re listening right now you’re a person that really desires to change some aspect of your life. Something isn’t the way you want it. So, the first thing is you’re going to have decide that where you are at is not where you want to be. You can’t be in two places at once, it doesn’t work. Once you decide, the second thing you got to figure out is what actions that you need to take to get there.

Now I’ve already said already, most people know how to get in better shape, most people know don’t pick up the bottle if you don’t drink that it’s a bad idea. Don’t even buy the bottle if you don’t want to drink it. It’s a bad move. A lot of us whatever it is you’re addicted to or challenges in your life that you don’t want to have stay away from it. We all know the action. But really the question about action is not which ones do you need to take, the real question is how do you get yourself to consistently, there’s the powerful word, consistently take the actions that you need to take and how do you get your body motivated to do what it is you need to do on a regular basis?

The first thing is you got to decide. The second thing you got to do is figure out how to get yourself to take the actions consistently. But you and I have all done that before. I mean, I’ve done this in my life. There have been things that I’ve had deal with, whether it’s weight or the wrong relationship, or a gazillion things, or economics, it was horrible in my early years, because I would change my actions just for them to go back to the way they were to start with. And you can call that sabotage, you can call that making mistakes, you can call that a program of failure, always messing up, but the reason that happened is it’s the third part of the puzzle that people miss and that’s literally changing your perception so you become a person that wouldn’t consider doing that in the first place.

Like I always say, “It’s easier for you to smoke and to quit smoking than it would be for me to start.” And it sounds kind of rude, a lot of times people say, “Well that’s rude. You don’t know. Mike, you’ve never been addicted. Well, it was very hard for me to get addicted because my perception of me would never consider doing it in the first place.

So imagine you have the perception down of ‘You would never be a person who would ever consider making under a million dollars a year again’, or image you are a person that wouldn’t consider - it’s not even in your DNA. You’re a person that would never consider smoking or addicted to drugs or addicted to being depressed or addicted to narcotics or whatever it is in your life. Imagine changing your perceptions where that wasn’t you. And you mentioned a second ago about reactionary versus action-oriented and for most of us we haven’t figured out what really motivates us in our lives and a lot of people what they wait till an outside source motivates them.

Like I was at a restaurant recently, and had Frank who owns the place. I hadn’t seen him in like six or seven months and he came by and I said, “Frank, where have you been? You look great.” And he goes, “Well, I’ve been eating broccoli.” And I said, “Really? What got you to eat broccoli?” Because he was really overweight, he definitely was addicted to food. And he said, “My third heart attack.” I go “Is that why I haven’t seen you?” And he goes, “Yeah, the wife said, and so did the doctor: broccoli and exercise or you’re going have a fourth heart attack.”

And for most people they wait till things are bad enough to get them to change and the reason why they wait till things are bad enough is most humans have their perceptions misguided. And they mess up that they look to logically make the changes in their life instead of emotionally make the changes.

Now, what I mean by that is anyone in sales or related to sales who has children or deals with people knows that it’s the emotions that change people. It’s the emotions that make you get off the couch, it’s emotions that make you buy, it’s emotions that make you do the things you do. It’s the emotions also that make you pick up the bottle, shoot up the needle, do the thing, get addicted to that, do the thing that you’re doing to be negative or whatever addictive or negative behaviors or negative relationships. It’s the emotions that drive you to do that thing, but what gets you to change is a difference in perception. And I can get into that now if you like, I can explain how perceptions get misguided in our lives and how most people, their body, your body, your mind work perfectly, it’s just your little miss-matched message of wiring in there is causing an addiction instead of causing you to never do that again in your life.

Marinna: Yeah, I would like that. And while you were saying that I am wondering are our adult perceptions do you think based on some of our childhood?

Michael: Yeah. A lot of it is based on that, I mean I’m not a big advocate of Sigmund Freud. He’s got some great stuff, he’s the father of psychology, but I mean, we can all read books about “You want to sleep with your mother and whatever your father, blah, blah, blah, blah, that’s great and all mommy-daddy but at the end it all comes down to childhood for a lot of us and what we learn in our early years.

I was reading recently Moshe Feldenkrais great books. One of them is the Elusive Obvious. And in that book, he says - like I have a one year old, she’ll be one year old this month. And what’s interesting is she is all about personal development, not like reading books, she wants to develop herself. So she picks things up, she knows what she likes, she knows if it’s a rock in her mouth it doesn’t taste good mommy or daddy is going to come and pull it out of her mouth. She knows about falling. Everything is like, “I’m going to get involved, I’m going to have all kinds of perceptions and different things in my life and this is going to be fun and great and I’m going to learn.”

And sometime around six, seven years old, we take all children, especially in North America, and we take them out of personal development and we put them into social and society development. Here’s how you act socially, here’s how you act society-wise and they go from 100% personally learning how to develop themselves to about 90% it’s all about how you should act in social situations, here’s what certain things mean. And typically most people, unless they come across someone like me or some of the other great speakers you have on, coaches and trainers, or books and audios out there, they wind up spending the rest of their lives in a land called social and society development and personal development goes away. And most people are really seven year olds inside and they’re wearing adult clothes and they’re wondering why they’re depressed. It’s really sad. And I’ve found ways to change this for people very, very rapidly and it’s very, very interesting that most people miss the elusive obvious, as he said.

Marinna: Yeah. It’s interesting. I’ve never thought of it that way, how you just described it. But yes, when we do hit that age it’s “Okay. Well, you have to act this way in school. You have to do this.” It’s almost not allowing our uniqueness to be. When you are unique, it’s “No. No. No. No, you can’t act that way.” Is that what you’re talking about?

Michael: Yeah. It’s what things mean. Think of the word guilt. I grew up in New Jersey and I swear it’s part of the culture. Italian, Irish, Jewish guilt, I mean there’s guilt everywhere. And, I’d swear it’s like part of the culture, right? Guilt is what it is. And for a lot people they’re addicted to guilt is keeping other people happy yet we think to ourselves - and this is very interesting what I’m going to tell you here is that most people they look at their bank account. Let’s just use money as an example because we can take ourselves emotionally out of challenges, and I’m sure some people have some money issues.

And when you look at financial situations for most people, if you look at your back account and it makes you feel really bad because you don’t have enough money in it, you want more, you made some stupid decisions, you were addicted to buying some stuff you shouldn’t have bought and you did what you shouldn’t have done. You feel guilty. And for most people the wiring in your brain goes from guilty, means go back to bed, be depressed and go lay down. Where guilty is supposed to mean, or not feeling the way you want to feel is supposed to trigger you to say, “Don’t do that again.” But for most people they get wired that guilt is wrong.

So, it’s like when you gain five pounds and you look in the mirror, most people are miss-wired. What most women do when they gain five pounds is they go back into the closet and what do they do? They put on a bigger what? A bigger outfit. The reason they put on a bigger outfit is they feel least more comfortable, and they hide it and they hope that it’s going to go away.

Now that extra five pounds is your brain and your body working together saying “We can’t do this anymore. If you don’t notice at five, I’ll give you ten. If you don’t notice it at ten, I’ll give you twenty. If you don’t notice it at thirty, I’ll give you a heart attack.” Do you understand this?

Marinna: Yes.

Michael: So, it’s the misconception in our body of what the emotion actually means. See, if we were able to get to, maybe, twenty years old, we’d catch onto this. So for me, if I wake up and feel bad about where I’m at in certain areas of my life, instead of laying in bed and feeling bad, I’d say “Wait a second, that depression or that negative feeling is reminding me to get back on track and do something different.” Animals know this. When an animal is in pain, what do they do? They look for a way to get out of pain. When a human is in pain, they want to find a therapist, they want to bitch about it and tell their friends and they really don’t make the changes they need.

Marinna: Yeah, we like to complain about things.

Michael: Yeah, we like complaining. We like to complain instead of realizing it - if most people would realize that your challenge that you have… so to answer your question from earlier, I will keep this simple, is that we can in advance find a way to learn what motivates us and know that we’re motivated by pain and accept in advance that how we motivate ourselves to learn how to do that. I have courses that teach that, so you can learn in advance what’s going to drive you to change to become that person you need to be so you don’t have to wait until you have a heart attack, you don’t have to wait until you’re O.D. on something, to realize it’s time to change.

Marinna: Yap. Yap. That sounds great. I also heard you talk a lot about internal communication and that people need to be brainwashed because their brains are dirty.

Michael: Yeah, people got dirty brains.

Marinna: Can you talk to us about that a little bit?

Michael: Yeah. And I’m going to warn you guys out there if you guys are listening “Don’t brainwash my wife. I like that she has a dirty mind,” I’m not talking about that kind of dirty. We want to keep that. That helps you in your relationship, keep that to yourselves. It’s not the dirty I’m talking about. The dirty mind I’m talking about is most of us need a little brain cleansing and brain cleansing is there’s so much negative action around us whether we’ve heard the news and everything else. But we’re driven by negative energy and as a whole, as creatures and the reason why is, you have to understand it’s not that the world needs to be like a big conspiracy, it’s we need to survive. So, God like sound, whatever you believe in, whatever your religious beliefs are or stretch your beliefs, or whatever, big bang or God or whatever it is, created humans so we need to survive.

So one of the things is when we feel pain we are alert and our senses get huge. Like I was on stage at the HardRock Hotel, I was speaking for like a thousand people a couple of years back and I told a story, it was my life back then, it was 2009 it was quite a while ago, and I said let me tell you about the last six months of my life. And I said, “I want you to think about how you react to what I’m about to say.”

And I just very quickly said, “I had my home remodeled,” that’s good, getting a home remodeled, right? I had an opportunity to go back to New Jersey. You’re from back east. I live here in the west coast now or south west, whatever it is, and I flew back to my family twice in a week it was really cool. And also my new nephew was born, totally pumped up and excited about that. And on top of that I made a business decision that allowed me to make a ton more money; I mean double the amount of money. And I watched the reaction of the audience and I asked them a question. I said, “How do you feel about what I just said?”

Half of the New Jersey crowd, like where I’m from, flipped me off. I mean, it was like no big deal. They were like, ‘whatever’. And then I told them the truth. I said, “Everything I said to you is a 100% accurate, but let me tell you what really happened.” I got my home remodeled because I had a flood, and my entire downstairs needed to be gutted, and I had personal belongings that were destroyed, I had to move in with my girlfriend basically who’s my wife now. I had to live there half the time because I had nowhere to go, which is no fun. It’s fun to have a remodel but not because you have to. It’s like E.T. at my house where there was like plastic shields everywhere.

I went home to see my family twice, well one week my mom had triple bypass and the next week my grandfather passed away. And my business, the reason why I had that situation I was able to make more money is I had signed a piece of paper a long time ago with the wrong person and, not a mean person, it wasn’t anything like that but it cost me a quarter of a million dollars to get out of a bad situation in legal fees, and drama, and emotional challenges, and all kinds of stuff. So yeah, I made more money, but nobody wants to cut a quarter of million dollar check, do they?

Marinna: No.

Michael: Especially when it’s a situation you don’t want. And my nephew that was born, I love my nephew, was born with a condition where the two hemispheres of his brain may not connect. So when I told everybody this story, everybody wanted to reach out and give me a what? You wanted to give me a hug, tell me it’s going to be okay. But when I told you how great everything is nobody wanted to congratulate me.

The reason why is we live in, what I call, a *Prozac laced society* where, I swear, people are addicted to problems. Nobody stops on the side of the road and says, “Hey, did you see that car over there? They’re driving really well.” They notice the swerving car because our brains light up when there’s something wrong, death and destruction and mayhem and rape and abuse and problems.

Like, if I’d called you and told you that was one of the best financial months I ever had last month you’ll listen to me for five minutes. If I tell you my friend is considering committing suicide and you’ll listen to me for 16 hours.

Marinna: Right, right. I know.

Michael: So, we are wired for this. Most people get addicted to negative thinking because it’s like candy for the brain. It actually gives you a high. Nobody says, “Hey, let’s go come up with a positive film,” people go to horror films. You know what I am saying?

Marinna: Yeah.

Michael: The Secret may have done well, but trust me, it didn’t do half as well as the Saw movies do. It didn’t do as well as watching about death and destruction. So when I say, “Clean your brain out” what I mean by clean your brain out is you’re going to have to learn that you’re doing this, that it’s a drug. You’re addicted to thinking that actually is making you feel good but it’s carpet level pleasure, you’re getting the same crap that you pick up from the vacuum cleaner in the bag, that garbage is what you are settling for instead of having all the happiness that you want in your life.

Marinna: Yeah, absolutely. And you’re so right, when you do tell the story in a different way, it’s almost like no one wants to hear the happiness.

Michael: Nope.

Marinna: Based it comes from a sense of, beyond that we’re addicted to the negative do you think some of it is a little jealousy? Like, “Oh, you’re having good things in your life. I don’t want to hear that.”

Michael: Yeah. There’s a little jealousy and that could be the first part because you got to remember when I’m doing well and you’re not doing well you don’t feel good about you. So, jealousy is a wonderful emotion, that’s where people mess up. Jealousy is reminding you that you that you are capable of more. This is where most people get confused. I teach something called Human Interaction Technology, I make a very simple statement: All behaviors that we have as humans, every single thing that we do has a positive intention. Procrastination is great. Have you ever procrastinated before?

Marinna: Of course.

Michael: Let’s say you take your procrastination and you don’t do it in business and you procrastinate to eat jelly donuts would that be good?

Marinna: Yes.

Michael: So you use it in the right place. So jealousy isn’t really called jealousy. Jealousy really means, guess what? You’re capable of more, they’re doing what you’re capable of, this may be a role model for you if you’re willing to step up and be them. But the perception is off. You’re reading it wrong. You’re falling for the prestige, you’re falling for the sleight of hand, you’ve been taught incorrectly.

A good parent would say, “Don’t be jealous. Ask them how they did it.” See that’s the middle class mentality and the saddest thing about it is jealousy and complacency are the silent killers in life. Because when you fail in life it’s obvious, it’s very simple, there is a foreclosure sign outside your house, or there’s a divorce notice or a divorce decree, or you got to go pick up your kid by yourself and you got to tell them what’s wrong, or whatever it is, or you O.D.ed, or you’ve put the needle in your arm, you realized the mistake. But the silent killer in life is complacency and jealousy and stuff and the misreading of this because you don’t see it, the only one that knows it is you and most people are misguiding the information.

It’s very interesting how most people are using their brain against themselves instead of with yourself. And once you realize that it’s very hard to hurt yourself and it’s very hard to be addicted to things when you get your perceptions right, and most people never take the time to do it. They medicate past them instead of actually working with them.

Marinna: Yap, yap. How do you get someone motivated to change?

Michael: Well, first thing is, I truly work with people who are looking to change. For years people find out about me, because I’m the guy that people call for major things, whether you got a fear of public speaking and you are addicted to like, and this is an addiction itself. You’re addicted to not being good at public speaking, you’re addicted to fear.

So what happens is they come to me and I get them over that, they could have had it for 40 years and I get them over that in 5, 10, 15 minutes. I, sometimes, take an hour because they don’t believe me. I could do it in 15 minutes. I failed Psychology 101 three times, I have no psychological degree and I charge more than any therapist in the United States for quick change work. And I’ve helped people with suicide, this and that, and how do you get people to do it is I personally get a phone call all the time, “Hey, can you fix my friend? They are depressed.” And my answer is “No, unless they’re really looking to change.”

So, the first thing is you have to be willing to because if you’re comfortable with where you’re at I have one of two options: I can make it very uncomfortable where you’re at and you have to change and then I forced you or you’re going to wait till things get bad enough and then you’re going to change. So, I really don’t work with the population that really enjoys where they’re at. I work with the crowd that says, “I’m sick and tired of being where I’m at. I really want to change,” or “I’m ready to go,” or “I’m three quarters of the way there.” But if they’re happy being uncomfortable they probably wouldn’t be listening to you and I right now, and that’s not my crowd.

So, really the question comes down to, “Are you okay with not being where you’re currently at?” And here’s the sad thing I’ve learned about people is, let’s just say a woman she loses 300 lbs or 100 lbs, she’s not going to be liked very good by her girlfriends, because probably they were overweight too and they’re going to run into her and they’re going to be upset. Most women when you lose weight, you gain it right back because you’re uncomfortable. You’re uncomfortable being fit. You’re uncomfortable being overweight but at least it’s more comfortable because that’s your identity. So, how do you get people to want to change? There’s a lot of things I can do and for years I did them. I work with people now that are ready to do that. There’s something in their life that triggered, they said they’re ready to change. I don’t manifest it anymore. There may be people that do that, but as soon as someone is ready to shift that’s about the time I start working with them.

Marinna: Yes. Yes. Now, and I like what you just said, it brings up another question for me. I only find that you need almost more help when you do change, on the other side, because of the fallout of… your life is different when you make big changes. And I think sometimes we’re not really even prepared for the surrounding changes around us.

Michael: Most people never explain this directly, and I teach this during all my classes. I say, whenever you say you’re going to go for more, whatever you believe in. like I said, God, Life, whatever appropriate word I can use, you’re going to be met with adversity for two reasons. One, I think universally we need adversity because when we go through challenges it forces us to grow and when you’re going to become something else, like let’s say you quit smoking and all your friends smoke at work and those are your friends. They’re not going to be happy you quit for two reasons. One, they still smoke. You don’t and b) you’re kind of ignoring them and maybe you’re acting like you’re better even though you’re not, you just want to live longer. They’re going to give you hard time.

So, if you’re going to be met with adversity by them for one reason, you need to be stronger externally and internally to deal with it. So, you’re going to be challenged by your friends so you can become stronger and then when you become stronger what’s going to happen is you’re going to then be able to stay a non-smoker or a non-drug addict or a non-whatever it is. It’s just you’re going to have to deal with that. Again, that’s a misconception. Most people think that the whole idea of your friends ignoring you or giving you a hard time is “Oh, they’re guilty. They’re feeling bad. They feel bad about themselves.” None of that could be farther from the truth. That’s for you, so you can become stronger.

And yes, we do need more support after we change and that’s where the industry of personal development comes in, but what’ interesting is once you get passed that point and you become a non-smoker, you become a healthy person, you don’t take that stuff anymore, you don’t go there anymore or do that you’re on the other side of the coin. I’ve been there myself. I was addicted to being broke for years. I was really good at it. A lot of people, I’m sure can relate to this, I don’t know if you’ve ever done this. I loved the challenge of coming up with enough money at the end of the month to get by. And it was like a game I played. It’s like “Pretend I’m going to make money, pretend I’m going to make money, holy molly at the end of the month I’m not going to be able to pay my bills” create stress, create problems, create issues, find a way to come up with it, beg, borrow, whatever I had to do to get it out and then bing, bang, boom I solved my problem that I created. It’s kind of funny.

So, I was a playing a game by myself. I didn’t realize I was playing, called “Find a game that you can win that’s a very weak game to play. Find a way to stay broke so you can find a way to succeed not being broke and then next month stay broke again so you can find a way to not be broke.” And I went back and forth for years until I stepped back from this game and realized holy molly I’m playing to lose. I’m playing Russian roulette with a fully loaded gun by myself basically.

Marinna: Yeah, over and over and over again.

Michael: I did it for years. I enjoyed the stress and the solution. I was a hero of the little small fish bowl, I didn’t want to play in the ocean, but I succeed in a small fish bowl. And that’s what a lot of people do. They get off their habits for two weeks and they start it again only so they could get off it again and feel good about themselves. “Oh look at me I quit that habit for a week. Wow, and I went back at it for ten months.”

Marinna: So what’s the key to sustaining?

Michael: Well, sustaining is understanding and not ignoring the signs. I mean, ignoring is just a sign of ignorance. You guys can all write that down that’s an easy one. Ignoring what’s going on is ignorance and sustaining it is changing your perception, changing your identify of how you see yourself because for most of us our identity is tied up in our problem. So, you’ve had it for a day or a week or a month it’s who you are.

See, I used to define myself as the kid who was that I was and I would see other people and they would do what they do. Like, one of my favorite stories when I was a kid, I don’t know. Did you grow up in New Hampshire? Or where did you grow up?

Marinna: Yeah, in New Hampshire.

Michael: We had this horrible thing, I thought it was horrible. I don’t know if you liked it. But do you remember the physical fitness test they had at school? I don’t know if you remember this.

Marinna: Oh yeah, yes.

Michael: I hated it. I was the tall, lanky kid. I love now that I’m 6’6’’ 240 is fun, but when I was kid I was the tall, lanky kid so when pull ups came around, and I got this enormously long arms, I was never good at it. So I would see people, and I’d hate it. Like I had this trigger in my body that when physical fitness came around like instantly it triggered hatred, disgusting “Mom, can I not go to school today?”

[Crosstalk]

Michael: What’s that?

Marinna: You are saying to your mom, “I don’t feel good today.”

Michael: I don’t feel good today, right? I had friends that physical fitness test, it triggered, like instantaneously, it triggered like happiness and a time to show off. So I’d go up to the pull up bar, and I think I got extra points for hanging there for ten seconds, I felt idiotic about it or whatever. And my friend, Courtney, I always remember, he was always able to do like 30 pull ups, he was like a pro wrestler practically, he went to the University of Pennsylvania wrestled and everything, a real successful guy, and he would do like 30 pull ups. And I never thought back then I could ask him how he does that.

I never thought back then that he knows how to do this thing I don’t know how to do. Because the old model of therapy and this is why I’m not a fan of therapy, I’m not a fan of most therapists. Some of them are great, I’m not a fan of most change work for most people because what they do is usually, most people don’t know they’re depressed till they go to therapy and they are like, “I didn’t know I had ADD until someone diagnosed me and told me I did, and then one day I decided I have A Dynamic Disorder and I got happy with it and made me rich. So I don’t have ADD anymore, I have something else.”

And the reason I’m telling you this is because, to answer your question very, very thoroughly, is in order to make this possible one thing I learned looking back at that incident, “Here’s a guy that can do it and I can’t,” most therapeutic models study people with problems. Like Pfizer, Prozac they study people with depression. So, here’s what depressed people do, here’s how they think, this is what they do. Here’s what Michael Bernoff studies: I find people who used to be depressed that aren’t depressed anymore and I teach people how to do that. So, instead of teaching an anorexic person why they’re anorexic, “Oh you’re anorexic because of your thinking, because you were raped, because you were abused, because of that” I don’t teach them that because they already know that. They were raped. I don’t have to remind them they were raped. There’s no reason I have to do that. They already raped themselves in the brain, every day hundreds of times of day thinking about it. I don’t need to rape them again with my words and remind them.

So, what I’ve learned is find out how somebody, like me, went from being “Can’t do pull ups” to “Can do pull ups,” and teach someone who can’t do it how to do it. For instance, I educate people that have an addiction how to be like someone who used to have it that doesn’t have it anymore. I work with people who used to have this problem and I teach them to get away from it instead of understand it, because understanding why you do it, only makes it worse. 12 step programs are a great start but a lot of times they’re a crutch. And it’s a great start and I’m not here to start creating any battles with any of you. But I know that I had…

Marinna: Right.

Michael: What’s that? I had clients that have… I had one guy. One guy is 72 years old with [inaudible 00:37:15]. He’s been sober since 19. And he asked a question, and he goes, “Well, I’m going to go to my 50th anniversary. Can I have glass of champagne?” And I said, “Do you think you can?” I had no idea. I’m like, “Do you think you can.” He is like, “I don’t know.” And he’s like, “I’ve always been told by myself for the last 50 something years if I have another drink I’m going to die or become addicted again.” And the reason why is he’s been hypnotizing himself that that’s truth. Here he is 50 something years without a drink and he’s okay, do you really think one drink is going to start him again? I don’t know but that’s what he’s been told and that’s what he believes.

So, really changing the perceptions is really what it’s all about. And for a lot of people and a lot of you listening that your key to getting what it is you want is you’re going to have to those perceptions in your body and they’re not complicated to change. You’re just going to need to work with someone who can do it for you and with you.

Marinna: So, basically somebody like you, you’re saying, “Find someone that has been in your shoes that is successful, where you want to be.” Is that what you’re saying?

Michael: Yeah. Find someone who’s done it and ask them the magic question like, “What do you think about it instead of thinking about this? How do you get yourself through? What are your beliefs? What goes on in your brain? How do you act? What do you do instead? How does that work?” And learn from them what they do instead, because I’m telling you if going to meetings is your thing that’s great but I would love for you not to create a new addiction because most people quit smoking and pick up eating and they become addicted to something else. If you’re going to be addicted to something, here’s my addiction: personal development. I am literally addicted to becoming a better version of me. I am literally a procrastinator, when I procrastinate I read about how to make me better. So I procrastinate by becoming better. It’s really a screwed up thing. But it’s really kind of fun.

Marinna: It sounds perfect, Mike. Sounds like a good cycle to be in. And I agree with you with one addiction to the other. I don’t want to get addicted to going to a meeting everyday either.

Michael: There’s nothing wrong with that, right?

Marinna: Right, it just fills another void.

Michael: What’s that now?

Marinna: It just seems to fill another voice. Like you said, it just becomes another part of an addiction.

Michael: Yes and when it becomes another part of an addiction, it winds up being something else. So, most addictive people see themselves as addicted and you see yourself as addicted. So, as long as you see yourself as addicted you’re always going to need a new addiction.

Marinna: Yeah, yeah.

Michael: So, I just changed the whole thing, I’m telling you, they had me on as a kid. I was decided upon when I was younger, I am very hyper, obviously as you can tell that I’m very hyper, let’s not joke about it. I have a ton of energy. The only person with more energy than me is my wife, luckily we met each other. And what’s interesting about it is, I have a ton of energy and my teachers didn’t so they told me I had ADD, really what it was is I had slow teachers. But I believed society, so I had ADD. They gave me medication. Medication made me hyper so then they gave me anti-depressants to slow me down at night. I was happy as can be but they needed to slow me down, so they slowed me down with anti-depressants, then I got on anti-depressants they dried out my mouth. Once they dried out my mouth, I couldn’t even talk. Then I had to get on some medicine to make my mouth drool. It was crazy! It was crazy the whole cycle they put me down and here I am buying into one addiction after another.

Marinna: Yap.

Michael: Crazy formulation of the whole thing, how the whole thing comes together so. So, I’m open. I’m here to answer questions for you or for anyone else here on the line. I love helping people. If anyone’s out there, I don’t know if the lines could be opened or what it is.

Marinna: Yeah.

Michael: I mean, I would love to… if anyone’s got anything going on, they’re enjoying this, obviously, they are if they’re listening, and they have a challenge right now I hope most people get through things in a matter of minutes if they’re interested.

Marinna: Great. Well, if anybody is on the line and would like to connect with Michael you can hit \*2 and we will open it up for you. And if you’re listening on the webcast you can write your question right in there in the little box and we will ask your question. Great.

Michael: Cool.

Marinna: And right before I get to asking this, I just have one thing I want to ask you. I’ve heard you talk a lot about the attitude of gratitude and practicing gratitude is one of my steps in my program that I’m creating, and I just was hoping you could tell us real quickly how powerful you think that is in everything in life.

Michael: It’s huge. Gratitude is one of those things that most people never… they never take the time to think about it. It reminds me of an old story that I heard years ago, I’m sure you’ve heard this one before, most people have. There was a very, very wealthy king and he had a young son. I didn’t know you were going to ask me this. And I haven’t told this in years but I love the story. He had a young son and he wanted his son to see all that he had in life and he wanted to show how good he had it.

So what he did is he sent him to go live with one of the poorest people in town. And he sent him to go live with one of the poorest people in town and he sent there to live for a week. He figured that when he came back his son would be so proud of all that his dad had and so proud of what the kingdom has created and the wealth that they had. The young boy comes back and he meets up with dad after a week, and he’s got a big smile on his face, and the King’s thinking, “Oh, my God, my son is so wonderful. You’re finally happy because you’re back.” And he’s all dirty and not looking showered and, maybe, smell a little bit.

And he goes, “So, what did you learn?” He goes, “You know what’s amazing is we have beautiful skylights here at our castle and the home that you sent me to doesn’t have a roof, they have all of the stars and they have all the beautiful things out there in the universe,” and he said, “We have beautiful pools and they have a beautiful lake that runs through their back yard and a river that runs through it. We have one beautifully groomed dog and they have twenty dogs that chase the sheep in the back yard.” And he said, “Thank you, dad, for sending me over there. I finally realized how poor we really were.” And in that moment he realized that you got to be happy for all the things you have in life because you don’t need all the greatest things in the world.

There’s a way of perception, of looking at things, and realize what it is you have. For most people you worry about what you don’t have in your life and when you focus on what you don’t have you typically get more of what you’re focused on, which is not having it. If you were to get rid of the esoteric side of this and just straight talk unconscious mind total brain programming, your brain has a computer inside of it and it is a computer and the brain says, “I’m going to give you as close to what you’re thinking about as possible so I can make a congruency you don’t fall over.”

Like, if I just gave you math problems. Like, what’s 800 x 76 x 2 x 12 x15 your brain eventually, if I stopped and given you those and you paid attention to it you’d check out, go into a trance and fall over. So when you say to your brain, “I’m just unhappy, I don’t have enough money, I don’t have enough time, I just feel bad about things in my life,” when you focus on that your brain gives you more of that. The second you accept that you’re happy with the things that you have in your life because you got to realize how many great things you have. I mean, maybe broke but you have some money, you may not have the foods you want but at least you have food.

And, I’m not saying settle, but once you realize what you have gratitude gives you a foundation to build upon. It’s not an ending point. A lot of people teach gratitude and it’s a misconception, you read Deepak Chopra, you learn about gratitude, he says you got to have gratitude and your grateful for, and some people settle as gratitude as accepting a lower form of life.

Gratitude is a starting point. This is why prayer works so well for people. This is why positive incantations or affirmations work as a starting point, but affirmations without action is the beginning of delusion. I’m telling you. I heard it from Jim Rohn years ago. If you affirm things and like, “I’m a money magnet and money comes to me,” and you are broke and do nothing and sit on your couch you’ll be broke your whole life, I promise. You’ll never make anything. And you got to learn how to change.

So, the power of gratitude is really being happy for what it is that you have, like even being happy that you have us here right now to talk to you about this, or we have you to listen to us. And I know for a fact that most people want more than what they have, and again it’s a misconception. You have to first in life be happy for what you have then when you get what you want, being jealous if someone else something is reminding you you’re capable of more. So it’s kind of the opposite. Gratitude is really a powerful, powerful tool because it gives you a building block to create success at anything in your life.

Marinna: Yeah, that’s great. Thank you so much for commenting on that. And what I’m getting from you is that having that gratitude of where you are right now it just opens up the ability to have the universe give you what else you need.

Michael: Yap.

[Crosstalk]

Marinna: Yeah. That’s awesome. Thank you, Michael.

Michael: You are welcome.

Marinna: So, let me see. We have a caller that would like to talk to you. Let’s open it up here. Hi there.

Reggie: Hello.

Marinna: I have, the last one is 5994.

Reggie: Yeah, it’s me.

Marinna: Yes, hi. What’s your name?

Reggie: Reggie.

Marinna: I’m sorry.

Reggie: Reggie.

Marinna: Oh, I’m sorry. I can’t understand your name but welcome to the call. Do you have a question?

Michael: If you are on the headphone, if you are on the headphone you might want get off it. If you are on the headphone, if you are talking into Skype you can basically just talk a little closer to the phone and we can hear you. If you can talk directly into the computer we’ll get a better sound from you than…

Reggie: Is it better now?

Michael: A lot better. A lot better.

Marinna: Yeah.

Reggie: Sorry about this, I was using headphone.

Michael: How can I help you? Where are you calling from?

Reggie: California.

Michael: California, what’s your name?

Reggie: [Aran]

Michael: What is it?

Reggie: [Aran]

Michael: Good, good. How can I help you?

Reggie: The question I have is [inaudible 00:47:18]. There are two things I’m battling right now. I keep postponing things that I know I should be doing. That’s not how I used to be, before I used to be acting but now I keep postponing until I get to emergency or crisis.

Michael: So, what is the challenge you’re currently having? Without the story involved, what’s the challenge you’re having. If you were able to tell me in a few words or less, what are you dealing with?

Reggie: Quite everything actually. For example, my function side, so I know that it’s stuff I had to do but I keep postponing [inaudible 00:47:58].

Michael: Okay, so you’re procrastinating?

Reggie: Yeah.

Michael: Okay, so you’re addicted to procrastinating. You start and then stop, correct? Is that the main challenge, procrastination?

Reggie: Yeah.

Michael: And, when you procrastinate, I’ve realized what procrastination means, what most people don’t realize is it’s an attempt to be perfect and wait until everything is right and then I’ll get started. Do you ever feel that way that you want things to be a certain way and then you’ll get started?

Reggie: I’m not sure. I keep, everything is something else. I mean, you mentioned about a story where you were always finding some story to make you broke by the end of the month.

Michael: Yap.

Reggie: I think it’s something like Facebook then something else and something else, browsing through and then do five minutes of all. [Inaudible 00:48:50] being done.

Michael: Okay, let me help you real quick here with this. I realize all challenges, and then tell me if this does make sense to you because, Reggie, was that your name? Okay. All challenges are really a lack of skills. What I mean by that is if you’re challenged on the golf course or you’re challenged in a relationship, really what is occurring is a lack of skill. What I mean by that is there’s always a skill that’s missing. So, give me an area, I don’t want a whole ton of them, just very quickly because we don’t have a lot of time here right now. Give me really quickly the area that you procrastinate. Is it work related, business related, school related, life related, what is it?

Reggie: Right now, to be frank, everything. You can take everything.

Michael: Give me one though. Pick one.

Reggie: Work

Michael: Work, okay. Let me ask you a question. Are you good at…? How strong is your decision making muscle, your ability to decide that you’re going to do something, not think about it, decide to do it? Like for instance, how good are you at deciding to get up and go to the gym? How good are you at deciding to pick up the phone and make a call? How good are you at deciding to do something?

Reggie: Not really.

Michael: If I were to give you a scale, Reggie, if I were to give you a scale from 1 to 10; 1 being horrific and 10 being the top of the earth. Let me ask you a question. When you look at that, are you more like a 1, which is horrible or a 10 like you’re amazing at it, like you can just decide, follow through and do it? Where are you between 1 and 10?

Reggie: I think 4 or 5.

Michael: Is that good enough to be the man you want to be, to be the person you desire to be?

Reggie: No.

Michael: It’s not good enough, is it? So, what if for the next 30 days instead of focusing on procrastination, because here’s what most people do, they focus on the problem; they don’t focus on a solution. If you were more decisive and better at following through would you procrastinate if you were a decisive person? Do decisive people procrastinate?

Reggie: No.

Michael: So, let me ask you this, what if for the next 30 days I gave you a diagnosis and I wrote down the prescription for you, here it is: practice making the quickest decisions you can. Anytime anyone asks where you want to eat, you pick. If you don’t like the food don’t go back there again. You pick you’re going to do it, you follow through, you say you’re going to do it you do it. And if you don’t want to do it anymore you don’t. For the next 30 days what if you just work on becoming more decisive. Let me ask you a question, if you were more decisive would you procrastinate?

Reggie: No.

Michael: So what do we have to work on, stop procrastinating or becoming decisive? Which do you think is more important?

Reggie: Becoming decisive.

Michael: Becoming decisive, correct? And that’s a completely different concept than what you came to this call with, am I correct? So, how do you work on that? Here’s the deal. You’re going to have to practice. You have to practice making decisions in your life, practice with work, with business, start deciding and following through. Deciding and following through. Because when you decide and follow through it builds confidence. When you have confidence you don’t really procrastinate. Procrastination really means lack of confidence. Really what it means is you’re not comfortable moving forward yet, which really means there’s something that you need to be doing that you’re not doing and the reason we all lack confidence in life is we don’t have a lot of experience with it.

So, if you understand what I’m asking you to do is we’re going to have to develop your confidence and you’re going to do it by deciding and following through. I have whole courses that I teach this stuff and I get people to do this. But that’s really what it is. If not, you’re going to be 80 years old one day and still say you’re a procrastinator, but you’re not really a procrastinator you haven’t figured out how to make decisions yet because you’re scared. This makes sense?

Reggie: Yeah.

Michael: Very good. So what I’m going to do is I’m going to put you back on mute here right now. And if anybody else has a question I can definitely answer that, but that’s really where we come from with this. Marinna, does that make sense?

Marinna: Yes, absolutely.

Michael: And that’s really how this whole thing works is, I would go a little deeper with somebody but really there’s not a major challenge here, there’s really a lack of a skill. Does anybody else have a question out there?

Marinna: I have a webcast question.

Michael: Shoot.

Marinna: It’s from Connie, she says “Hi, Michael. I suffer from anxiety attacks and started medication two weeks ago. How can I relax and stop this? I often have anxiety over symptoms I have thinking they are worse.”

Michael: Okay. Read me the last part again. I’m thinking they are worse?

Marinna: I often have anxiety over symptoms I have thinking that they are worse.

Michael: Got it.

Marinna: It sounds to me like she is kind of, maybe, conjuring up that her symptoms are worse than they are.

Michael: Yeah. Anxiety comes from references in our brain. Anxiety is one of those… Here is a term for anxiety, let’s keep it real simple. Anxiety means I want things to happen differently than they are now. I’ve realized, again, anxiety has come down to decision making too, but really anxieties come from a false perception of what’s really going on. And if you understand why anxieties are there in the first place, they’re there to drive you to notice and do things different, but if you’re hypersensitive to the things going on in your life and you notice them like what I shared earlier, what starts to happen for people is they notice these little teeny things, and I’m sure Connie you notice this too. Everything starts to get out there yet it’s not that you have anxiety, you haven’t learned how to operate yourself effectively yet. And all anxiety really is determined, and the medications will help you mute some of the symptoms but one day you’ll get off those things and you’re still going to be an anxious person.

The reason we’re anxious and the reason you’re anxious isn’t something we can solve here in just a couple of seconds, it’s a trigger in your brain. When something occurs your brain wires and sends the anxiety man to go deal with it, or the anxiety woman to go handle it, instead of sending the peaceful calm person or someone that can deal with it. So, for a while in your life, and I don’t know how long this has been going on, I’m sure you’ve been dealing with some level of anxiety over ideas, over concepts, over things that you’ve conjured up in your brain, and it’s not like you’ve got some symptoms of some craziness or anything out there, you don’t have to worry about that. Really the secret, Connie, to working with anxiety is to really figure out what makes it occur.

Now, what I mean by makes it occur, kind of, sounds counterintuitive to what I said earlier, but for a lot of people I would ask you this question. I know you can’t answer this right now, and here is what I would do. Think of the last time you were anxious when it was really, really bad. And I would say to you, “What happened in your body?” And you would say, “Michael, I’d get this…” and then really analyze and take a step back and really look at what happened and you would say, “Hey Michael, last time I got anxious I started thinking about this and I started breathing this specific way. And then I started having these negative thoughts in my head. And then I started getting worried. And then I thought about my kids. And I thought about this.”

And I’d want you to write all of that down. What you did to get yourself anxious. And what’s interesting is while you’re writing it down you’re probably going to get very anxious thinking about it. And then all I would want you to do, and I would do this with you, is go to that time you were anxious, whether it’s the breathing or whatever it is and walk through that process that you did. Figure out what it is.

So, let’s say you get anxious the first thing you do is you start thinking about something happened when you were a kid, and you get worried or whatever it is. Then you start breathing real heavy, and you start breathing real fast, or pacing around, you start to sweat. I would then, very quickly, insert one different action.

So, if you start breathing heavy I would start breathing softly and see if you can change the way you feel at that very moment. Because what’s interesting is most anxiety is just a program. If every time you have this one thought then you take a deep breath, well instead of a deep you went [pacing] and changed your breath around and thought about something ridiculous, or went through that process and inserted some obscene picture or something that’s made you think a different thought it would break your pattern. And when your pattern broke, instantaneously, you would go from being anxious to having a different feeling and that’s really all you have to do to break the anxiety, is go through that process. It’s nothing that I’d want to feel comfortable teaching you instantly now, but that’s the process I run you through.

And the reason you get anxious is, you do the same thing over and over again it creates anxiety. It’s just like someone that overeats, they run over the same program for overeating all the time. I mean, some people drool when they see a menu, they don’t even need the food, and they’ll drool just when they see the menu, just the idea of McDonalds makes their dopamine go off in their brain.

Now, if you made the McDonald’s instead of making the dopamine go off in your brain and inserted dirt in your mouth at the same time that you had the same thought about McDonald’s, instantaneously, within three or four times McDonald’s would make you make you disgusted. Just like anxiety could be something that can get diluted, diluted, diluted and diluted.

Our goal is not to make you be a person that didn’t get anxious, not that these things didn’t happen to you in your life, is to understand that what happened to you that creates the anxiety is normal, it’s natural, it’s happened before. But the other way of looking at it, and why this is so important for you to notice is, we don’t want to make it that it didn’t happen, we want to dilute the emotional attachment to it so that it almost is nil.

And I do that all the time with people, I’m going to have my youngest client to work with at 4:00 today. He’s a little hockey player at eight years old and I’m going to work with him later today, and I work with the same type of thing to change the feelings he has in his body. His mom hired me to work with him. The same thing as the anxiety for him, I’ve done some adjustment for him to make him play on all the time so he plays better and scores more goals.

Marinna: Good tools, Michael. Good ideas. It’s interesting what you’re saying just about changing, just breaking that pattern. Chop it down.

Michael: You chop it down, you insert something else and if you insert something else it’s not the same program. It’s like take your Mac computer and find a way to put an old Commodore program on it even though it’s a brand new Mac computer it’s a Commodore now.

Marinna: Yap, yap. Good options. Good shifting options. That’s great because I know a lot of people suffer from anxiety.

Michael: Yeah. If I had her live on the phone we could handle that right now. I could get the anxiety diluted in a matter of five minutes. Not gone completely but diluted and over time we could get rid of that completely.

Marinna: That’s great. That’s great. Well, thank you, Michael, for taking some questions here. I know it’s getting late. Michael is offering a great offer for his program. It’s called Call2Action Teleseminar. You can find this information at [www.theactioncall.com](http://www.theactioncall.com). And, Michael you can probably tell them a little bit better about your program than I could if you would like to go into that.

Michael: Yeah, I don’t have any issue with that. I’ll keep it real simple. Basically Call to Action is what you’ll see on the actioncall.com and I appreciate you allowing me to mention this right now. It’s not for everybody. It’s for people that really, like I said, are sick and tired of where they’re at, they want to make a change, whether it’s emotional change, they are addicted to something, they want to get ahead in their business or life, they want to stop procrastinating and move forward. Wherever you are in your life, it’s an opportunity to work directly with me.

I mean, my personal coaching is between $5,000 and $15,000 to work with me for a short period of time. This course is a chance to work with me for five days straight over the phone, total feels like a one on one environment because of the small intimate group. I’m in the middle of one of the courses now, in the morning and the night. And what’s cool about this is it’s an opportunity to work directly with me on five very distinct things. Getting yourself to take the actions you know you need to take in life, getting yourself to understand what motivates you and drives you to change, and not only am I teaching it you, we’re doing it right there and then, because most personal development programs they fall off because you learn stuff but you don’t do anything with it. I talk to you on Monday, you get back on Tuesday on the course and I ask you “Did you do it?” And I’m holding you accountable for five days straight. I’m going to teach you how to get out of your comfort zone. These are all techniques that I created with what I call Human Interaction Technology, how the brain neurologically works and drives you to get out of your comfort zone and live differently.

And the last two days are really integrating to set up a plan for your life, and this is what we talked about, after the change starts taking place, how to set it up in your life where it sticks, where the change sticks for you. And the way it sticks is by setting up a plan for yourself without any goal setting, without the rah-rah, how to set up a plan for the next five years, which most people, our clients and students get in the next 18 months. So, it’s really powerful stuff… how to develop the skills. I’m going to throw in an accountability partner for you to work with that’ll help you through the course. I’m going to throw in extra bonuses for you and knock off a couple hundred bucks. So, it’s normally $499 if you’re interested you can get the entire course for $299 today, it’s a steal. It’s almost embarrassing to offer it at that. I know I haven’t offered it at that in a very long time. But it’s $299 to get you guys started. Work directly with me. If you need a payment plan it’s at TheActionCall.com and for anyone who enrolls from this website we’ll send you an extra little gift. It’s my Core Confidence Audio. It’s one audio, I’m going to send you this as a gift. It’s a $50 value. It’s on top of a few other bonuses that I’m going to give you, an accountability partner and a bunch of stuff.

So, when you go to the website you’ll get an audio that I’ll physically mail you on how to develop more confidence so you can deal with these challenges you’re having, become a person that decides, takes action, does and follows through. So, if you’re not satisfied with where your life is today and you really want to make a change, here’s my guarantee to you. You’ll get more done in the positive action of the things you want to do in your life in five days with me than you have in five months.

I got a course starting in a week. I got one starting four weeks from now, they’re morning and night. We run them internationally all over the world. And you and I are going to get a lot of time to work directly together, so it’s TheActionCall.com or you can call our office directly at 866-241-5111. And if you’re hesitating thinking about it just enroll, because if you’re hesitating you need to make a decision and do something different. So, if you need more info, give us a call or go to the website. And it’s been an absolute pleasure to be here, I’m just excited to hear the people that change, that do more. And I’m not embarrassed to admit that my outcome here is very simple, I need more people’s success stories and I need you to get where you want to go because I need your help getting where I need to go because the more people like you I help, the more success stories that I have, the more I can share what you did with others and we can really start changing people’s perceptions, because I want to get people off the meds, I want to get people enjoying their life more, satisfied, making more money. And I got a huge track record of this and I want you guys to be one of my typical stories.

Marinna: Yeah. That’s fantastic, Michael. Thank you so much for that offer and for throwing in that extra bonus. And I have to say, I know from my life and my perspective experience, it’s always helped me, and programs similar to what you’re offering here. When you hear, sometimes you have to hear somebody else’s story to help your own story.

Michael: Yap, yap.

Marinna: And having that open coaching, one on one programs are great for certain things but I really feel that a lot of the times we block ourselves off emotionally by seeing what’s going on with ourselves but when you hear someone else talking about their story, and you can detach emotionally from that, I just think that the breakthroughs are huge with that.

Michael: Yeah. And we work with so many people. There’ll be 50 – 60 people on the line we max cut it off. They work directly with me, it’s either in the morning or the night. You can take it once or twice a day depending what you choose to do and you’ll watch people go through stuff. I have people that… our clients have, last year alone, our leadership team lost 3500 pounds, our clients make a ton more money a lot of them, people fixed their relationships.

My Facebook page is littered, littered, littered with people that have succeeded and done huge things. I will tell you. I had a guy say to me last week. He said, “Michael, I couldn’t pay someone to say something bad about your courses.” I know a lot of you have done the stuff before with webinars and teleseminars. We prided ourselves on being the Nordstrom’s and Neiman Marcus of the industry. Our stuff works, it’s high quality and if you really want to change, I’ll show you how to do it. The only thing I ask you to do is just decide that you’re ready. And you decide you’re ready we’ll get you there.

Marinna: Right, right. It’s always up to us. You have the tools but we’re the only ones that have the power, right Michael?

Michael: You go to that website you have the power. You hit register. The second you do it, I’m obsessive compulsive in one thing, I’m like a bloodhound. The second you say you want it, I’m going to make you get it. So you better mean it because things are going to change quickly for you, you’re going to get what you want. So, I’m obsessed with getting your goals. The second you commit, I commit ten times more.

Marinna: That’s awesome. Well, thank you so much, Michael. It’s really been a pleasure.

Michael: You’re welcome. I’m glad we got a chance to do this. It’s been really fun. I’d like to even get a copy of myself of this. This is a really fun audio we did.

Marinna: Yes, it was great. Well, thank you so much. And thank you everybody that joined us today. I know everybody has crazy busy lives and we appreciate it. So, if you have time to connect with us tonight we’ll be on at 8:00 with Paul discussing his life recovery program and I hope everything has a great afternoon. Thank you.

Michael: Thank you very much.

Marinna: Thank you, Michael.

Michael: You are welcome. Bye, bye.

Marinna: Alright, bye.