

Attract Success

Toolbox Teleclass Transcription

By Debra Russell



Foundation Program

**Track 2: Believe & Receive: Confidence,
Perseverance, Courage & the Law of Attraction**



Artists Marketing & Business Academy: Foundation Program

Track 2: Believe & Receive: Confidence, Perseverance,
Courage and the Law of Attraction
Attract Success

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INTRODUCTION

Welcome to September 2007 Artist Edge Membership Toolbox Teleclass: Attract Success using the Law of Attraction to create what you want in your life. So got lots of people on the call and towards the end of the call I'm going to open it up for, you know, for coaching, for feedback, for questions and so forth.

So particularly if you think you might have a background noise going on please go ahead and hit 6 to mute, but when you want to come off mute and join the conversation hit 6 to un-mute.

And of course tonight is the official launch of Artists Edge as a full proprietorship, so this is Debra Russell, and I'll be leading this call.

WHAT WE'RE COVERING TONIGHT

DEFINITION OF THE LAW OF ATTRACTION

So what we're covering tonight is, first of all, I want to talk a bit about the definition of the Law of Attraction.

3 KEYS TO BECOMING A SUCCESS MAGNET

Then I'm going to give you 3 keys to become a success magnet, so that success just comes to you without a lot of effort and struggle. It just flows your way.

3 TOOLS TO POWER YOUR MAGNET

Then I'm going to give you 3 tools to power your magnet so you can really rev up that attraction magnet, and then we're going to open it up for coaching as I said.

OPEN IT UP FOR COACHING

WOO-WOO ALERT

So as I said in the email announcing this call and in my newsletter last week, this is an official "woo-woo" alert. We will be talking about that new age-y stuff that some people have challenges with, but it's very much --- even when I'm talking about money or I'm talking about marketing or time management or any of the other real foundational business skills, these concepts underlie everything that I do in Artists Edge.

So I thought it was appropriate to start, to do this call. I also thought it was appropriate to do this call because a lot of people ask me about *The Secret* and what I think about *The Secret* and all of that.



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I figure elephant in the room. Let's all just come clean, and we'll talk about that, but I'm not going to spend a lot of time on that. I want to get right into talking about the definition of the Law of Attraction.

DEFINITION OF THE LAW OF ATTRACTION

WHAT YOU FOCUS ON INCREASES

So the foundation of the Law of Attraction, this universal natural law is that what you focus on increases. Whatever you put your attention and intention on increases. So if you're focusing on the good stuff, you're going to get more good stuff.

THAT MEANS WHATEVER YOU FOCUS ON INCREASES. SO IF YOU FOCUS ON THE GOOD STUFF, YOU GET MORE GOOD STUFF. IF YOU FRET ABOUT THE "WHAT IFS", THEN THOSE WHAT IFS TEND TO MANIFEST.

But if you start fretting about the "what ifs," "Well I got good stuff now, but what if it disappears?", then those "what ifs" are what tends to manifest, because whatever you focus on increases.

So for example, if you're focusing on, "Why aren't I successful now?", then what your increasing is not being successful now. Whereas if you focus on how do I become more successful now, it's a very subtle shift, but it's also very profound, because if you're focusing on, "How do I become more successful?" or "How do I attract success?" as opposed to, "Why aren't I?", that's what you're attracting.

What you resist persists – resistance is not only futile, but it is at its essence, focusing on what you are resisting and thereby increasing it's power and potential

So the other side of this coin is that what you resist persists, because resistance is not only futile, but it is at its essence focusing on what you're resisting with actually a lot of energy.

And so thereby you are increasing what you're resisting's power and potential. Is that clear to everybody? Get this fundamental concept? Yeah, cool. Thanks.

THE UNIVERSE DOESN'T GET NEGATIVE COMMANDS

So the other thing to know about this is that, you know, the universe, God, Goddess, Gods and Goddesses, however you want to put it, Buddha, whatever, Islam, you know, Allah, however you want to name that energy does not get negative commands.



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I'm hearing a bit of clanging in the background so--thank you. The person immediately muted themselves. It's great.

SAYING I DON'T WANT "X" – ALL THE UNIVERSE GETS IS "X" WITH ENERGY

So what I mean by the universe doesn't get negative commands, saying, "I don't want X," all the universe hears is the "X" with energy.

WHAT DO YOU WANT INSTEAD?

So for example, if you're saying, "I don't want cancer. I don't want cancer. I don't want cancer," what the universe is hearing is, "Cancer! Cancer! Cancer!" So what do you do instead?

I don't want cancer becomes I want a long, healthy, high quality life

Well, "I don't want cancer" becomes, "I want a long, healthy, high quality, productive life," or if you're saying, "I want to get out of debt," because again all the universe hears is "debt," you want to shift that to, "I pay my way," or perhaps, "I live within my means," or even better, "My means expands to support the lifestyle of my dreams." Okay?

I want to get out of debt becomes I pay my way, I live within my means, my means expand to support the lifestyle of my dreams

THE UNIVERSE RESPONDS TO THOUGHTS/BELIEFS EMPOWERED BY EMOTIONAL ENERGY

So the third piece of this definition is that the universe responds to your thoughts and beliefs, but most in particularly the ones that are empowered by emotional energy. The ones that are fueled, that are intense, that are passionate. Whether that passion is dread or anticipation. Whether that passion is love or hate doesn't really matter.

The more energy you put into a thought or belief, whether it's fear or passion, energizes that thought or belief and creates a vibration of attraction.

YOU DON'T HAVE TO MONITOR EVERY THOUGHT

So many people when they start thinking about the Law of Attraction and really learning about it get a little freaked out, because you know, "Oh my God! Oh my God! Do I have to monitor every thought?"

That's impossible! It really actually is. I heard one statistic that you have something like a 162,000 thoughts a day. You can't monitor every thought. You just can't! But here's the



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cool thing: you don't have to, because if there's not a tremendous amount of energy invested in the thought, it's much less likely that it's going to mess up.

IT'S MORE IMPORTANT TO MONITOR YOUR EMOTIONS. BECAUSE THOUGHTS THAT CREATE INTENSE EMOTIONS ARE MUCH MORE ATTRACTIVE THAN HAPHAZARD, CASUAL THOUGHTS. YOU CAN'T MONITOR YOUR THOUGHTS. BUT YOU CAN MONITOR HOW YOU'RE FEELING. IT GOES LIKE THIS:

So the best thing to do is to monitor your emotions, because your emotions are going to point to thoughts. Now if you're having positive, high feeling, fabulous emotions than those are thoughts you want to have more of.

Huh, I'm feeling angry, sad, frustrated, helpless, whatever

If you're having sad, frustrated, angry, resistant, jealous, you know, ugly thoughts that make you feel bad...not that the thoughts are bad or the feelings are bad, it's just that, you know, they're not fun. They're not pleasant.

What are the thoughts/beliefs that are creating this emotion?

What you want to do is backtrack the feeling so, "Oh my God! Right now, I'm just feeling so angry. What's that about? What is the thought that I'm having that is creating anger?" Because when you can backtrack to the thought from the emotion, then you can actively, intentionally, reframe the thought so that you feel differently.

Is that clear to everybody? Yeah? Okay, good. Everyone's probably on mute, aren't you? Okay.

How could I think about this differently? What do I intend to attract with this thought?

So one of the other thing---so here's some questions you can ask yourself when you notice yourself feeling emotions that you don't like:

First you can ask, "What are the thoughts or beliefs that are creating this emotion? How could I think about this differently? What do I intend to attract with this thought?" and then create a thought that is about what you are attracting.

Let me imbue this thought with a lot of pleasant joyful, hopeful energy and excitement

And then once you've got the new thought, imbue it with a lot of pleasant, joyful, hopeful energy and excitement.



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FOR EXAMPLE - IF I DON'T HAVE ENOUGH MONEY:

So for example, let's say I'm feeling really scared and anxious because I don't have enough money, and I'm noticing I'm scared and anxious and I say, "Okay, what's that about? Oh, I don't know how I'm going to pay my bills this month." So what am I thinking? I'm thinking, "I don't know how I'm going to pay my bills this month." I'm thinking, "What if I can't pay my bills this month?" I'm thinking, you know, "My interest rates will go up, and I'll never get out of debt."

I could focus on how I don't have enough money

SO I could focus on how I don't have enough money.

I could focus on how other people have enough and I don't

I could focus on how other people have enough, and I don't and, you know, resent the heck of out of them.

I could focus on how I never have what I need/want/desire

I could focus on how I never have what I need, want or desire. I never get to buy new clothes or go on vacation or buy the gifts for my loved ones that I really want to buy for them.

I could focus on getting out of debt

I could even focus on getting out of debt, but again, remember if you're focusing on getting out of debt, what the universe hears is "Debt! Debt! Debt! Debt! Debt!"

I could focus on all the bad things that are going to happen to me if I don't pay my bills

I could focus on all the bad things that are going to happen to me if I don't pay my bills. I'm going to have to declare bankruptcy. My credit will be in the toilet, blah, blah, blah.

And even notice right now as you listening to me talk about the things you could focus on, and notice what your energy is like. I don't know about you, but my belly is getting kind of tied up a knot. It feels uncomfortable.

OR

I could focus on taking action that has brought in more money in the past

Or I could choose to focus on taking action right now that's brought in more money in the past.



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I could focus on the question – how do I attract more money?

I could focus on the question, "How do I attract more money?!" Now you notice I didn't say, "How on earth am I going to attract more money? Oh my God!" Right?

Because that's really thinking, "I'm never going to be able to attract more money."

But, "Huh? How could I attract more money? How can I bring more money into my life? What could I do to bring more money? Where's that money hiding?"

I could focus on what my life will be like when more money is present in the present tense with pleasure and joy. "Oh, I walk out to my new Prius, and it has that new car smell, and I'm just so excited that I'm not going to have fill up my gas tank for another 500 miles. That's so awesome!" Right?

So you could focus on, I could focus on what my life will be like when more money is present. So those are--this is really the definition of the Law of Attraction. So does anyone have a question or not understanding exactly what people mean when they talk about the Law of Attraction or what I mean when I talk about the Law of Attraction? Any questions about that?

Okay, and if you didn't get off of mute quick enough, just hang on to that question. I'll get to it at the end, because I'm powering through this material.

I could focus on what my life will be like when more money is present – in the present tense, with pleasure and joy

3 KEYS TO BECOMING A SUCCESS MAGNET

So the next thing I want to talk about is the 3 keys to becoming a success magnet. Because really, that's what we want to be. The first key, I'm going to get really, the really challenging one out of the way, and this isn't challenging for everyone, but it can be.

OWN THAT YOU ARE 100% RESPONSIBLE FOR YOUR LIFE

So the first key is to own that you are 100% responsible for your life. Everything that you experience in your life, you created. Okay? So, let me ask you guys a question, and this is a rhetorical question, so I just want you to sit with this question.

DO YOU BLAME? EVER?

Have you ever or do you ever blame anyone for anything? Ever? Is your life the way you don't want it, because let's see...is it because of your parents? The way you were



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trained as a child and now you're stuck with that early child training, and you're just never going to have success or whatever.

Is your life the way you don't want it because of your age,? Or your weight? How about your race? Your religion? Is it because of the economy, the war, the Republicans or for that matter, the Democrats? Is it because of the banks or big corporations or all the people that have more money or more power than you do? Is it because of how hard and unfair the business of art, the business of music, the business of film and television, the business of writing?

Is it because of how hard that is? That's why you don't have what you want. Perhaps it's because people are mean? And because people are mean you just can't have what you want. So, have you ever or do you ever find yourself saying to yourself or to other people, "You know, if only the real estate market weren't in the toilet then"..."?

FOR MOST PEOPLE, THIS IS THE HARDEST PART.

Now as I said, for most people this is the hardest part, and believe me I get it. I get it.

Story about my car accident

When I was 19 years old, I was on my way to work, and I had a car accident. I was not hurt, but my car was, shall we say, disabled, and as a result after it got towed, I walked.

I was walking to work. So I was already shook up, and as I was walking to work, I crossed the street, and about three quarters of the way across the street, a white panel van hit me, going about 45 miles an hour.

And I was hospitalized. My leg was broken in quite few a little tiny pieces. I had several surgeries while I was in the hospital and was in pins in what's called the Hoffman's device, which is basically instead of putting you in traction, they build traction around you so you can be somewhat mobile.

Went home with this contraption on my leg and was in quite a lot of pain, and I'd been home for about 2-3 weeks, and my brother David came home.

He was living in New York at the time. I was in New Jersey, and my brother, David, came home to visit me. And I remember I was lying down napping. It was middle of the afternoon, but I was on so much pain medication that I was just sleepy all the time.

And he sat---I just remember this so vividly. He sat down on my bed, and he took my hand in his hand, and with the most sympathetic and compassionate voice he said to me, "What'd you go and do this for? Why'd you do this to yourself?"



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Now I tell you, I got furious! I mean, I was hit! I was at a crosswalk. The guy was going 45 miles an hour in a 30 miles an hour zone. I mean, how on earth could this be my fault? But what he asked me, he wasn't asking me about fault or blame. He was asking me why I created this. Why did I have this in my life?

And after I got over being really, really mad and resentful for him having the gall to ask me such a question, I started thinking about it. And I spent a really, really long time thinking about it.

And I got a lot of lessons out of that experience that I would have never had if I had not taken the perspective...if I had not chosen the perspective that I am a 100% responsible for my life.

AS LONG AS YOU GIVE SOMEONE OR SOMETHING ELSE CREDIT FOR YOUR CIRCUMSTANCES YOU ARE POWERLESS

As long as you give someone or something else credit for your circumstances, you're powerless.

And in terms of the Law of Attraction, as long as you are focusing on how you are powerless, then you are!

And in terms of the Law of Attraction as long as you are focusing on how you're powerless, well then you are. Because that's the experience you'll continue to create.

Wouldn't you rather attract the experience of being a pro-active creator of your life? Isn't that more fun?

Wouldn't you rather attract the experience of being a proactive creator in your life? Wouldn't that be more fun? And so here's the thing, I mean, believe this stuff. Don't believe this stuff. I don't think it really matters.

But even just from the perspective of what feels better, I mean for me I feel better when I take a 100% responsibility for my life. When I look at something that happened and I say, "Huh, what'd I do that for? What's the lesson there? How did I attract that into my life?"

So I want you all --- 'cause this especially if this is not something you are actively practicing. If you are not currently actively practicing, owning your life a 100%, you may have found this last piece a little hard to listen to.



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GIVE THEM A MOMENT TO BREATHE AND GET BACK PRESENT BEFORE GOING ON.

So I want to ask everybody to sit up in your chairs, grab your hands above your head, and stretch a bit and just take a big deep breath and be present...

MAKE CONSCIOUS INTENTIONAL AND SPECIFIC DECISIONS ABOUT WHAT YOU WANT

So the first key is own that you are 100% responsible for your life. The second key is to make conscious, intentional, and specific decisions about what you want.

DO YOU STRUGGLE WITH SETTING SPECIFIC GOALS?

So do any of you guys struggle with setting specific goals?

If that's something that you do like you find yourself setting kind of generic open goals. You find setting a specific goal about what you want to create in your life really hard or challenging, I highly recommend that you listen to [Goals that Get Results](#), which is one of the very first calls that Wendy and I did in the membership, and kind of reground yourself in that practice and just start practice making goals.

THE UNIVERSE WILL GIVE YOU WHAT YOU ASK FOR! HE, SHE, IT, THEY ARE INCREDIBLY RESPONSIVE TO YOU. (OR YOU ARE INCREDIBLY RESPONSIVE TO YOURSELF, DEPENDING ON YOUR BELIEFS ABOUT THE UNIVERSE)

And make them specific and measurable. And put dates on them because the universe is going to give you what you ask for. He, she, it, they, whatever are incredibly responsive to you.

AS LONG AS YOU ARE NOT SPECIFIC, AS LONG AS YOU ARE SCATTERED, GENERAL, NON-COMMITTAL, CONFLICTED, AS LONG AS YOU ARE GIVING MIXED MESSAGES TO THE UNIVERSE,

THE UNIVERSE WILL SEND YOU NON-SPECIFIC, SCATTERED, GENERAL, CONFLICTED RESULTS

Or depending on how you view the universe, you are incredibly responsive to yourself, because if you're creating your own life, right? As long as you're not specific, as long as you are scattered, general, non-committal, conflicted, as long as you are giving mixed messages to the universe, "I want this but..." The universe is going to send you non-specific, scattered, general, conflicted results.



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AS LONG AS YOU SAY YOU WANT SOMETHING, BUT FOCUS YOUR ENERGY ON NOT HAVING IT – YOU WILL CONTINUE NOT HAVING IT.

When you say you want something, but focus your energy on not having it, that's what the universe is going to send you, more of not having it.

BE DISCIPLINED IN YOUR THOUGHTS AND YOUR WORDS

So that leads me to the third key, which is to be disciplined in your thoughts and your words.

And I want you to understand that this is a practice and for those of us who have been working with this Law of Attraction stuff for a long time, it may seem to you like you know, "Oh, she's glib. It's easy for her to do," but I've been working on this stuff for a long time.

THIS TAKES PRACTICE

It takes practice. It takes intentionality. It takes focus, energy, and most of all, and for me this probably was the hardest thing, it takes trust. And for me it was the hardest thing because I'm a Type A personality.

I like to go after things. I like to make stuff happen. That's who I am, and when things don't go my way immediately, I get frustrated. I get impatient. I get angry. I start focusing on how I don't have what I want.

IT TAKES INTENTIONALITY, FOCUS, ENERGY AND

MOST OF ALL, IT TAKES TRUST

So when I start feeling like that, the biggest thing that I work on is trust. You know, I trust that it will all work out. I trust that I will have what I need and want. I trust that I'm attracting the right people, the right skills, the right tools into my life.

I trust that I didn't get this gig because a bigger, better, more amazing opportunity is just around the corner. So be disciplined in your thoughts and your words and practice. So those are the 3 keys to success.

3 TOOLS TO POWER YOUR MAGNET

Owning that you're 100% responsible for your life, making conscious, intentional and specific decisions about what you want, and being disciplined in your thoughts and your words.



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So next I'm going to talk about the 3 tools to power your magnet, and then I'm opening up the call for you guys to talk about what you saw, what you've learned, what you struggled with. So, little sip of water-- 3 tools to power your magnet. Well, the first tool is to build your belief, and there's a call on the membership that some of you know about called [Build Your Belief](#) or actually it's called Build Your Belief Muscle.

That more than likely will be the next call that I re-record for the membership, so look for that re-recording to happen either in December or January. But in the meantime, it's living on the, you know, recorded call, the [Build Your Belief](#) call.

And the reason I think that that practice or the tools that we gave you in that class are really important to power up your magnet is because well, first of all, I already talked about how thoughts become things, right?

How your thoughts are what's attracting to you what's in your life. So, where do you think those thoughts come from? All of those thoughts are generated out of a ground or a paradigm or a basic map of beliefs that you hold deep, deep, deep in your unconscious.

*THOUGHTS BECOME THINGS, RIGHT? WHERE DO YOU THINK THOUGHTS COME FROM?
THE BEST WAY TO MANAGE YOUR THOUGHTS IS TO MANAGE YOUR BELIEFS.*

This is how you see the world. What you think reality is. It's the way you interpret all information that comes in. It all gets filtered through those beliefs, and then those beliefs generate thoughts. And thoughts are the things you're a bit more conscious of usually. And the thoughts are what's attracting those to you.

So the best way to manage your thoughts ultimately is to back track from the thoughts that aren't working for you, the thoughts that have you create negative emotions, the thoughts that make you feel bad...back track those thoughts to the underlining belief and transform that belief.

Because as long as that belief is holding sway, as long as that belief is in control of you, then you're always going to be confronting thoughts that you have to shift. Once you really start to transform those beliefs, the old beliefs you used to generate will just stop happening as often.

And I'm not saying they will disappear altogether, I mean they might, they might not. But I'm betting they will get a lot less common and have a lot less energy to them. So that's the first tool, build your belief.



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VISUALIZATION/CREATION WORKSHOP

The second tool is something that the book the Law of Attraction by Jerry and Esther Hicks talks about, and this is the Creation Workshop and also using the kinds of tools that Artists Edge gives you in visualizing.

Visualizing the goals that you are creating. The [Create Your Vision](#) CD is a 1 hour class specifically about how to create the vision, but then once you've got a vision, you can use it in these Creation Workshops.

CREATE A PHYSICAL, SPECIFIC EXPRESSION OF YOUR VISION

So first you create a specific physical...meaning it's physical. It's something you can hold in your hand. It's either written out or it's a treasure map that you've got up on the wall or you know, it's a physical expression of your vision.

SPEND TIME EVERY DAY FOCUSING YOUR ATTENTION, INTENTION, AND EMOTION ON HOW IT FEELS HAVING THIS VISION NOW

And it's specific, and it's glorious and juicy and really well developed. Then you want to spend some time every day maybe 5, 10, 15 minutes focusing your attention and your intention, and especially your excitement, your passion, your joy on how it feels having this vision now.

Now there's a couple of ways you can do this. You can do this by actually doing a meditation where you sit, and you just put yourself in the space of what it feels like now to have this vision.

So, I'm sitting in the most gorgeous dress at the Grammy Awards. I've been nominated for (name your category), and they're calling out the names of the nominees, and my name is called, and of course, I know the camera is on me, so I'm smiling.

I can feel the energy flowing through my body, and I'm just so excited and honored, and I'm so proud to be here. And I hold my breath just for a moment, and almost as if it's surreal, I hear them call my name, and I stand up--- You guys get what I'm doing?

So you just give yourself the experience, physically in your body. You close your eyes, and you're there. You feel the way that cloth feels on your skin and how your agent next to you turns and gives you a big hug and a kiss, and you walk up the stage, etc.

Spend 5, 10, 15 minutes a day doing that. You could just spend 30 seconds of living in your vision just at the pinnacle of that moment, reaching the very height of it. And maybe do that a couple of times throughout the day.



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There's another tool that they talk about in the book the Law of Attraction called segment intending. All of these things that I'm talking about live under the category of Visualization Creation Workshop tool, so it's the second of the 3 tools.

SEGMENT INTENDING

And segment intending is basically saying, "Let's see in the next hour what I'm going to be doing is calling the people that I connected with at the Taxi Road Rally conference. And what I am creating by making those phone calls is a full client load, making a transformational difference in the lives of my private clients."

So when you sit down and you're like, "Okay, so what am I going to do in the next hour?" You're not just saying what you're going to accomplish, what you're going to get done. You're also saying what you're creating in the future.

And you can create it in the far future or you could even say, "Okay, well in the next hour I'm going to be driving to my appointment, and what I am creating is polite, conscientious, and aware drivers all around me, and getting to my appointment 5 minutes early." So it could be long term creating. It could be short term creating.

So you are consciously and intentionally speaking what you are intending to happen. I do this with creating parking spots all the time. About 2-3 blocks before I'm arriving at where I need to arrive at, I just say, "There will be a parking space right in front of the door."

And I will tell you that 9 times out of 10, that's what happens. Even in downtown San Francisco on a Saturday. You know like even in The Haight on a Saturday. If you've ever been in The Haight on a Saturday, it's a mad house.

And you know, there's a no parking anywhere, but I manifest parking right in front of the restaurant just by intending it. Pretty fun!

EMOTIONAL INTELLIGENCE

So the third tool ---the third tool is emotional intelligence. I highly recommend the book by Daniel Goleman called *Emotional Intelligence*, but I only recommend it to you if you're really into the way the brain works.

Like the physiology and the biology of the way the brain works, because I'm really into that stuff, and I find it a fascinating book. If you're not into that stuff, you don't need to read it.



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YOUR EMOTIONS ARE A KEY COMPONENT TO THIS PROCESS. IF YOU ARE SUPPRESSING, DENYING OR IGNORING YOUR EMOTIONS, YOU ARE WASTING A VITAL RESOURCE

Basically and I do a lot of work on emotional intelligence with my clients, and we, you know, I know I've talked about it a bit on some of the Q&A calls, but here's the thing: your emotions are a key component to this process. If you're suppressing, denying or ignoring your emotions, you are wasting a vital resource.

Because let me explain or actually I think I already did in this call...explain how you have...maybe I didn't, so I'll explain it again if I didn't. You have thoughts, and because of those thoughts, those thoughts inside of you generate emotions.

And then those emotions will generate activity, will drive you into action or inaction, either, and that the result of those actions are inactions will create more thoughts, which creates more feelings, which creates more actions -- you get how that works. That's the essence of cognitive behavioral therapy by the way.

WHEN YOU NOTICE AN EMOTION – ASK THIS QUESTION:

What are the thoughts/beliefs that are creating this emotion?

What you can do is use your emotions to backtrack to the thoughts as I talked about earlier. So when you notice an emotion ask this question, "What are the thoughts or beliefs that are creating this emotion?"

If those thoughts/beliefs feel good – do more of them!

If those thoughts, beliefs feel good, do more of them. Think more thoughts like that one.

If those thoughts/beliefs feel bad – transform them until they feel good!

If those thoughts, beliefs feel bad, then transform them until they feel good. And that's going to take some experimenting. That's going to take some practice. Listening to [Build Your Belief](#) call will also help in that process.

Listening to the [Transforming Your Inner Critic into Your Greatest Supporter](#) also will help in the process because that's a lot of the same stuff. Alright, so those are your 3 tools to power your magnet.

Build your belief, visualization and creation workshops, and emotional intelligence. So now I just want to open it up. Please go ahead and take yourself off mute. Hopefully, you guys are still here.



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OPEN IT UP FOR COACHING

Woman: Hello? Hello?

Debra: Welcome back. So who wants to share something, ask a question, ask for coaching? Just say your name, and ask your question. Tell me what you guys got out of this? What insight or what realization did this give you?

Roxanne: Uh, hi! This is Roxanne.

Debra: Hi, Roxanne.

Roxanne: It was really interesting because today I got a rejection letter.

Debra: Ah!

Roxanne: And you know, I'd made a submission for a proposal, and I was really enthused and thought my work...I'm a photographer, and I thought my work would really fit in this place, and the --- I've been kind of battling with that all day. That kind of sadness, and you know, just feeling out of sorts about it. Obviously a lot of the things that you said I could really relate to, and I kind of started to think about well how can -- you said one thing about, "Well maybe there's another gig that's even better coming up."

Debra: So what -- let me ask you this question. What is the thought that is having you feel bad?

Roxanne: My work isn't good enough, and I'm, you know, this is so hard to do. I'm so frustrated with putting together these packages.

Debra: Okay, okay. So let's take one part at a time. Man, you just open the floodgates. So many of them. So, but what's interesting that I think that the first thought that you said may actually have been the deepest one, and I could be wrong about that because, you know, "My work isn't good enough." Right? To me that felt, that had the energy of...like this is a foundational belief.

So first of all, there's a lot of things to do with a belief like that, and you know, the really obvious thing is to just say, you know, I'm going to do an affirmation, "My work is good enough," except in my experience, this is my own personal experience, but I know I'm not alone in this one.



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When you confront a belief about yourself head-on with the opposite of it, you don't buy it. So you could say, "My work is good enough," but I mean you're just defensive, you know. Like you're just--your brain is going to say, "Oh yeah, right. Whatever."

Roxanne: It feels like I'm trying to talk myself into it.

Debra: Exactly! So let me ask you this question. What could you think about your work that you could believe?

Roxanne: About my work or about the situation?

Debra: No about your work, because the belief is about your work, not about your situation. You notice that?

Roxanne: Right.

Debra: The situation just, you know, vibrated that belief.

Roxanne: Well, I could believe that this isn't a good fit for this place.

Debra: That's something that you can genuinely believe, but I want to ask you a question, not about the circumstance, about your work. What can you believe about your work?

Roxanne: Well I can -- I know that it really resonates with a lot of people.

Debra: Great! My work resonates with a lot of people. You can believe that, right? Couldn't you even hear it, you guys, everyone else on the call couldn't you hear it in her voice when she said it? She just believed it, right? It was not I'm trying to believe this. I'm trying to convince myself of it. "Oh yeah, my work resonates with a lot of people."

And that's when you transform a thought, and how do you feel when you said that, Roxanne?

Roxanne: I felt really good. I mean...

Debra: Right?! Think that thought more. That's it. It's that simple. Just think that thought more, because here's the way the brain works: the brain's job is to think thoughts. That's its job. It's doing it all the time. I mean maybe not the whole brain, but a good chunk of the brain. That's its job. Think thoughts, thoughts, thoughts, thoughts...

In the absence of any direction from your higher function, your brain will default to its habit, and it will just keep thinking the thoughts. It's a habit of those thoughts, right? So what you've got to do is actually just choose the thoughts, so you start noticing you're



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feeling bad. You noticed, "I'm thinking, 'Wow, God! I'm thinking that thought again about my work isn't good enough. Alright, let me choose to think my work resonates with a lot of people. Yeah, that feels so much better. Next!'" You get it?

Roxanne: Right, I do.

Debra: And yeah, it's challenging to a) remember to do it, and b) to kind of come up with the thought that's going to transform it for you, but the more you do it, the easier it gets. And the more you do it the more you build the habit of the new thought, so that then your brain, when it's not being commanded specifically by you to think about specific things, will more likely think about this habit of thought, instead of the other habit of thought.

And you will find yourself over a period of time, and for different people, it's different. For some people, it's really quick. I had one client who I could not believe. She would just transform stuff instantaneously. She was so much fun to work with. She's still with us, but I'm no longer working with her. That's why I'm speaking of her in the past. But for a lot of people it takes weeks, months, even years. Okay? Was that helpful, Roxanne?

Roxanne: Yes, it was. Thank you.

Debra" Excellent! Who else wants to say what they thought...go ahead.

Vicky: This is Vicky.

Debra: Hey, Vicky!

Vicky: Hi! I really was relating to what Roxanne said, and I was trying to apply it to myself and wondered if you could...

Debra: Help you with that?

Vicky: Help me with that. After 6 years of attending NERFA and applying every year for the Tricentric and formal showcases, once again I was not accepted in that, as you know. And I feel rejected and I feel like I just don't fit in in the Folk Alliance world, and so do I keep trying or do I just say, "The hell with it, and I'll go somewhere else." Maybe you know...

Debra: I think that what you are doing -- once you've start, I see I think the question you are asking is actually a very advanced question, because once you start owning that you are responsible for the results you're getting, right?



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You are not a victim to them. You're owning your result. Okay? Once you believe that your work is good enough, right? The work that I just did with Roxanne. Then the next step to ask is, "What can I learn from this experience?"

So you had an experience of rejection. Yes, you can go to the bad place of, "I'm not worthy," right? But we already talked about how to get out of that place. But then what you're really asking is, "Is this my opportunity?"

Because maybe it's not. And I think that that's a valid question as you're developing your marketing and your niche. One of the things you learn is whether or not the niche your pursuing is really your niche. Because maybe it's not.

Now, in something like NERFA, and I speak from having done it, and I love it. It's fabulous. It's all of that, but it's also political, and it's also a lot of people submitting for a very few spots. So 1) I wouldn't take it personally, because I'm betting that there are a lot of people who are hugely talented, including you, who don't get in. Right? Who don't get those spots.

And I think actually knowing your music and knowing what they're looking at, it may not be the right place for you.

Vicky: And there's a Taxi Rally every year at the same time, and I think I should go to Taxi instead.

Debra: Well, come see me speak. Lots of fun!

Vicky: Alright! I'll see you around.

Debra: There you go.

Vicky: Well then, talk about positive. I feel much better.

Debra: Oh good! See, isn't that interesting? Isn't that interesting? And that's the thing about emotions. They are so vital to this process working for you. Because you'll know when you're thinking the right thoughts. You'll know when you're thinking thoughts that are working for you.

I do want to say one thing about feeling good. There are also artificial substances that have you feel good in the moment, but they're not real and the universe doesn't buy it, ever. So just be aware of that temptation.

Vicky: Is it like chocolate?



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Debra: No, no. Chocolate's real. Great! Who else wants to share what they saw or else ask a question?

Man: I have a question.

Debra: Say your name, please?

John: John.

Debra: Hi, John.

John: Maybe you can help me with one of my situations. You know, I feel like relatively there's been success that I've brought into my career and what I'm doing, but I find on a day to day like to minute to minute basis that if I try to describe my emotions when I have the opportunity in my office to do the most beneficial thing, which is to make those phone calls that I have all listed out and everything's organized. I just tend to — emotion gets kind of numb, and I find that I am constantly procrastinating in finding other little things to do, and you helped me with this once before, and it was very wonderful. You sort of put a name to it. You said, "I'll be reaching the right person at the right time."

Debra: That as a thought or an affirmation for you. Yeah.

John: Right, right, right. But maybe you have a thought when I start to reflect and go, I'm kind of at a numb place again. I can't even get up and make a drink or I'm going to get up or whatever or I'm going to check my email or not...

Debra: Right, okay. I would suggest that you use just a 30 seconds visualizing of the goal that the next hour is focused on achieving and that means not getting booked at this individual particular gig, but the goal of like "taking your career to the next level" and what it will feel like when it's there.

Like you said, you spend 30 seconds, and you're playing -- I'm going with a little bit of what I know about you, but also just making it up. So use what you can from this. "Okay, I've just walked out on stage, and there's, you know, there are 20,000 people at this art center who come specifically to see me. And they're cheering, and I can feel the energy, so I'm so excited about being here." Get what I'm doing? Do you get that?

John: Yeah.

Debra: So in other words, you imagine yourself living the goal or the vision that this next hour of calls is focused on creating for you. Okay? Spend maybe 15 seconds, 30



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seconds doing that. Then out loud, state your intention for what you're creating. Okay?
So state your intention for what--

John: Sorry, there's helicopter going over head.

Debra: Yeah sorry.

John: It's hard to hear. So what might my intention be?

Debra: A full season. A full spring season. I am creating...in this next hour, I am creating a full spring season. Do you see again you're not telling the universe how to create it? You're not saying, "I want to get booked at this gig, I want to reach this guy and book this gig." What's the big picture? What are you intending in the next hour? One of my favorites is a \$100,000 of income in 2007. I've been using that one a lot.

John: Good one.

Debra: See? So you state your intention. You put some energy into, and then you get on the phone. And if during the hour you feel yourself going numb, I would actually recommend doing focusing, and I don't have time today to actually go into this process, so I'm pretty sure I've done it on a Q&A at some point, but what I can promise to do is on the next Q&A call, I will make sure that I will spend a few minutes explaining the process. You can also buy a book called, *The Power of Focusing*, which I believe is on the general [Artists Edge website resource page](#). The link to Amazon is there and that's a really cool how to book. It's about 90 pages long and not a very big book.

Woman: You explained it really well in the [Critic tape](#).

Debra: Oh right! Thank you. I knew I have done it once, so okay good. That lives on the [Transforming Your Inner Critic](#) call. Thank you. Who was that? Kate?

Kate: Yeah.

Debra: You got all the calls memorized, don't you?

Kate: I like that one.

Debra: Great. So we've got just another minute.

Vicky: Hi Debra. It's Vicky again.

Debra: Sure.

Vicky: Do we have time for another?



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Debra: Well you're the last one. Go ahead.

Vicky: I just want to say that a light bulb just went off for me as I was sitting here feeling bad for myself, because I've been trying to do this for 20 years and still, you know, not having all my goals come true. A light bulb went off, and I was approached by someone who's kind of big, kind of famous in the business about working together.

We've talked briefly. I had a really bad gut feeling, because I didn't care for the music, and blah...blah...blah...but I thought, since I have a really bad feeling in my gut I should not work with this person. And what I --- the light bulb that went off just now, which is (I want to say thank you for) is that I realized I don't have to be black and white about it. If I have a bad feeling, I get to look at it, and I get to recreate a thought around it and create an affirmation that could include working with him in a way that 100% gives me everything that I want.

Debra: Oh God! That's awesome. I got such chills when---

Vicky: That was really big, because I was literally sitting here thinking of the email I'm going to send him saying you know, "Thanks for asking me I'm so flattered, but I can't work with you right now." And now I get to see, it's like realizing that we close our own doors. We sit in a room sometimes isolated with like 50,000 doors around us all closed. And what kinda what we're talking about tonight in this feels like, you know, we get to open all or none or one or ten or whatever of these doors.

Debra: Yup.

Vicky: We get to do whatever we decide. So thank you! That was just a really big light bulb.

Debra: Oh, you're welcome! That's huge, and there's a couple of just pieces of that I want to point out. And for those of you on this call and who are listening to this call in the future, the essence of --- the fact that you were sitting in a room surrounded by a thousand doors means that if one of those doors is closed on you, like you thought it was open and you find out that its close, that means nothing other than what you decide it means. Right?

That's it. It just means what you decide it means. And so it could mean that was someone else's opportunity, I bless them in that opportunity, because I know that I've got an opportunity here also, and let me go find that door. Start opening them. Right?

The other thing, and I think this is a key thing that I struggle with a lot is how do you figure out what a gut instinct, like an intuitive instinct, that inner voice talking to you,



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and what's an emotion that is being generated by thoughts that are working against you? How do you figure it out?

Well, focusing is a fabulous way. That tool is an amazingly --- It's just an amazingly effective way to identify whether or not it's really what that feeling is trying to say to you, but also you experiment. You just start listening, and the more you listen to what the thoughts are that you're saying from a perspective of "I can choose my thoughts," not that "My thoughts run me, so I have to listen to them," but I could, "Oh what am I thinking? Oh I could choose that thought or not."

That you start to be able to really, significantly tell the difference, because they feel different. The intuitive gut and the feeling, the emotion feeling of thought that's working against you, they actually qualitatively feel different once you start practicing, noticing what you're feeling.

And you'll learn. You'll learn the difference over time, and speaking of time, we're actually just about out of time, but I do want to take a moment and just go around the room and ask you what key insight are you taking away from today's session, and if you wish to share what action will you take as a result of it? Who wants to go first?

Vicky: Ah, this is Vicky again, and I just expressed the insight I got, and the action that I'll take is that I will before this night is over I will...I will create a paragraph or however long it takes...an affirming statement of how I would like the situation to be in my most optimum vision.

Debra: Who else? Who wants to share?

Kate: So this is Kate.

Debra: Hi, Kate.

Kate: Hi, and I guess I realized that a lot of my thoughts are pretty conflicted and scattered, so I might ask you more about that on the next question and answer session.

Debra: Excellent. And again it's a question of practice.

Kate: Yeah.

Debra: And it's really the essence of it, because once you get conscious to how scattered your thoughts are, you can choose for them not to be, but that's your habit.

Kate: Yeah, it seems like there's many thoughts, and it's all sort of tangled up together.



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Debra: Yeah! Excellent!

Debra: Who else?

Roxanne: This is Roxanne.

Debra: Hi, Roxanne.

Roxanne: And I think one of the things that I feel like I need to do is to concentrate more on some of what my underlying beliefs are and thinking about whether these beliefs are working for me or not working for me.

Debra: Excellent! Excellent, and if you haven't heard it yet, the [Build Your Belief](#) call has a ton of great tools for doing that.

Roxanne: Thank you.

Debra: Awesome!

Steve: This is Steve.

Debra: Hi, Steve.

Steve: I loved your story you told when you got hit by a car that year. We are 100% responsible for our life and what happens, so that's a great lesson for me to meditate on and to realize.

Debra: Excellent. Thank you. Who else? Anyone else?

Vicky: This is Vicky, the other Vicky. And I guess also for me it's important for me to think about the underlying beliefs that I have, and I feel like mostly I just try to fight them.

Debra: Right, but what you resist persists to that.

Vicky: And it's just keeps them...it wears me out.

Debra: Yeah!

Vicky: And I don't think it, you know, so I have to work on coming up with new affirmations, instead of just fighting them.

Debra: Yeah, because actually not only does it wear you out, it empowers them. It gives them much more energy and power. Very good. One last burning share? Anyone else?



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John: Well this is John. I want to thank you again, Debra, for an excellent call and class. You know, my action I think I'll take is I'm just going to print up a couple of intentions and a couple of affirmations and do them nicely and put them around my computer, because you know, I can really feel, I think we all can really sense that shift of our own personal energy when we kind of go from one place to another. and this is, you know, one tool, one way we can do that and shift that energy to be they're dull or negative to, you know, to positive and attracting.

Debra: Can I give you one that I've been using for a long time I came up with by my coach? I called her one day when I was just like, "Oh! I'm never going to...you know..." I was really stuck, and we created this affirmation, "I have the opportunity today to live my life how I want my life to be in balance and with consistency." I like it because it rhymes.

Woman: What's the last word?

Debra: I'll give you the whole thing again. "I have the opportunity today to live my life how I want my life to be in balance and with consistency."

John: "In balance and with consistency?"

Debra: Yeah. It was a time management issue.

Woman: I can relate!

Debra: And the thing I wanted to -- the reason I brought it up is that I have had it posted over my computer for years...for 2-3 years now, and what's really important when you post things is that you choose to read them over and over and over again. So that they don't just become wallpaper. So don't just post them, John, every time your eye glances past it, stop, and read it out loud.

John: Yeah, that's good, so actually voice it out loud.

Debra: Exactly because then you're getting it three ways. You're getting it visually, because you're reading it. You're getting it physically, because your mouth is moving through your words, and you're getting it orally because hearing yourself say it.

So it really --- it just gives a lot more "umph." Alrighty, we're going to leave on that note. So I expect that you have all received the email about October's schedule and just to remind you we've got a Q&A call scheduled for 5 o'clock, October 9th. 5 o'clock Pacific time. I just realized I was being Pacific-centric by saying it that way.



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We've got an [interview with Gilli Moon](#) on October 17th, also at 5 o'clock Pacific time. She's actually on the road right now, and as soon as she lands again, I'm going to get a bio and a description of what we're going to talk about out to you guys.

And then I'm re-recording the [Business Management for the Creative Mind](#) on October...Monday night, October 29th, and I would love for you guys to all come and join me on that call. I've added some materials since the first time I wrote the call for us a couple of years ago, and really I'm looking forward to it. It's going to be a good one.

Thank you very much for joining me tonight, and have a wonderful night!