

Motivation and Momentum: The Missing Ingredients to Effective Time Management

Toolbox Teleclass Transcription

By Debra Russell



Professional Program

**Learning Track 3B – Free Your Time: Time
Management and Organization**



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INTRODUCTION

Linda: Hey, Debra. This is Linda.

Debra: Hi Linda. Welcome to the May 2008 Toolbox Teleclass, Motivation and Momentum. So great, so we've got Linda and Roxanne. Has anyone else joined us while I was off turning on the recording?

Oh great, well they'll popcorn in probably in the next few minutes as we're getting started but... See! There you go. Who's joined us?

John: My name is John.

Debra: Hi John, welcome. Alright well I'm going to jump right in and get started because I have a lot to cover and I'd like to leave some room at the end of the call to do some laser coaching for you guys, because I know that this issue of motivation and momentum can feel very personal and I think one of the best ways to help kind of bring it in to focus is to do some coaching. So that will be happening at the end of the call. Who's joined us?

Robert: It's Robert.

Debra: Hey Robert. Great.

MOTIVATION

Alright, so first of all, I'm talking about motivation and momentum as part of a bigger picture around time management. Very often, you know, I've been noticing this for a while in the Q&A calls, when someone calls about time management issues it generally falls into one of the two categories. It's either a technical issue, like "How do I prioritize things?" or "How do I make sure that something happens that needs to happen?" or whatever.

So, you know, how do I make sure that I'm on time to an event? It's more of a technical issue or it lands more on the side of the internal conversation that gets in the way of us doing what we know we need to do, when we know we need to do it, without struggle, you know, in a way that is easy and effortless and clear and focused.



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And so that's what motivated me to create a call about motivation and momentum because I think that those are really capture the essence of a lot of what is going on here.

And so you put that together with some of the technical things that I covered in [Time Management 101](#), I think it's going to really help you get your time management stuff working, okay?

WHAT IS IT

So first of all, what is motivation? What is the essence of it? Where does it come from? How do you create it when you're not feeling it, right? All of those questions-- what is motivation?

MOTIVATION IS THAT WHICH STIMULATES YOU TOWARDS ACTION – INCITES AND IMPELS YOU INTO MOVEMENT.

So motivation is “that which stimulates you towards action.” That's according to the dictionary. It's what incites and impels you into movement. It's what creates your motor. It's what gets your motor started, right?

SO WHAT MOTIVATES US – WHAT CAUSES US TO MOVE

So what motivates us is the essence of what causes us to take action, to move.

PAIN VS. PLEASURE

When you look at the simplest motivations as human beings, you know, as human beings as part of the animal and plant kingdom, the simplest terms are pain and pleasure.

IN THE SIMPLEST OF TERMS – EXPERIENCING OR ANTICIPATING PAIN OR PLEASURE WILL MOTIVATE YOU EITHER TOWARDS OR AWAY FROM SOMETHING.

Generally what motivates us to move towards something is the current experiencing of or the anticipating of pleasure, and what causes us or motivates us to move away from something is the current experiencing or the anticipation of pain.

And I'm sure that this is not news to you that you know, that when something hurts you're going to move away from it or when you think it might, you're much less likely to take action that's going to move you towards it, and when something feels good



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or you think it might, you're much more likely to take action that moves you towards it.

SO, ARE YOU AVOIDING SOMETHING – THEN ASK YOURSELF – WHAT MEANING OR EXPECTATION HAVE I ATTACHED TO THAT THING?

So if you are in the process of working towards something and there is something you know you need to do, but you find yourself avoiding it. You find yourself creating all kinds of reasons not to do it today. I'll get it to you tomorrow. This is more urgent. I'll get to it someday, right?

Very often, there's something else going on, and you want to ask yourself, "What meaning or expectation have I attached to that action, to that thing?"

EX. – IF I CALL THAT BOOKER, GALLERY OWNER, AGENT – THEN I WILL EXPERIENCE REJECTION (PAIN). YOU'VE CREATED A PAIN INDUCEMENT AWAY FROM THAT ACTION – ANY SURPRISE THAT YOU STRUGGLE TO GET INTO ACTION?

For example, if I call that booker, that gallery owner, that agent, will I experience rejection (i.e. pain)? If you've made that connection in your head, either consciously or more often unconsciously, because 95% of what motivates us or what blocks us from movement is unconscious.

You've created a pain inducement away from that action, so is there any surprise that you struggle, you procrastinate, you put it off, and then when you actually do it that it feels really hard. Picking up that phone, that phone weighs 150 lb. right? It is the heaviest phone ever, but when you pick up that phone to order a pizza, right? Light phone, easy phone, no problem, dial that number, call for the pizza, but when you're picking up the phone to call a booker, to call an agent, or to make a phone call that you anticipate could lead you to pain, then it becomes very hard.

IT'S NOT THAT YOU'RE LACKING IN MOTIVATION – IT'S THAT YOU ARE REACTING TO A STRONGER MOTIVATION – TO AVOID THE PAIN OF REJECTION.

So it's not actually that you're lacking in motivation; it's that you're reacting to a much stronger motivation, which is to avoid the pain that you're anticipating.

BUT YOU CREATED THAT CONNECTION – AND YOU CAN CHOOSE TO CREATE A DIFFERENT CONNECTION.



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But you created that connection; that connection is based in a belief and if you've listen to the [Build Your Beliefs](#) call, you know my stand on what beliefs are. Beliefs aren't real unless you decide that they are. So if you've decided that if I make this phone call I'm going to experience pain, then that creates a strong motivation away from making that phone call. Since you created that connection, well hey! You can choose a different connection, right?

EACH CALL I MAKE BRINGS ME CLOSER TO MY GOAL – SO I AM ANTICIPATING REACHING MY GOAL (EVEN IF THIS PERSON SAYS NO TO ME).

You can choose to believe that each call I make brings me closer to my goal. So I am anticipating reaching my goal. Every time I pick up the phone, I am anticipating reaching my goal, and boy, I am really excited by that goal and that goal feels good and pleasurable and joyful.

And so, I am not anticipating that this individual that I am about to call rejecting me. I am anticipating getting my goal, and therefore, (a) it's easier to make the phone call, (b) the import the meaning of the result I get from this one individual call becomes less weighty. Do you guys get what I'm coming from? It's less important, because I know I'm going to reach my goal, and I'm thinking about how juicy and fun and wonderful and pleasurable my goal is.

Very often, when you find yourself avoiding an action, really, the trick is to create a new connection, to link that action to a different anticipation--to an anticipation that is pleasurable and joyful, and sometimes it's really just a matter of finding the pleasure and joy within that action, in the process of that action.

So for example, if you're someone who likes to create relationships with people, who just enjoys talking to people, when you're calling that booker, it becomes less about whether or not you'll get the result and more about just enjoying the process of creating the relationship, of creating rapport with that person, whatever the outcome, that also can make a new connection for you.

THE KEY IS TO GET WISE TO YOURSELF. TO NOTICE AND BE AWARE OF THE CONNECTIONS YOU ARE HABITUALLY (I.E. UNCONSCIOUSLY AND AUTOMATICALLY) MAKING AND BE CONSCIOUS AND INTENTIONAL ABOUT IT.

So the key is to get wise to yourself; to notice and be aware of the connections you are habitually, in other words unconsciously and automatically making, and be conscious and intentional about it.



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Anyone have any questions about that? Okay.

USING GOALS, VISION AND IMPORTANCE TO DRAW YOU FORWARD

So as I already started to imply you know you can use your goals, your vision and the importance that you put on those goals and vision to draw you forward.

THE MORE SPECIFIC AND JUICY YOUR GOALS AND VISION ARE THE MORE USEFUL THEY ARE FOR CREATING MOMENTUM

See the more specific and juicy your goals are the more sensorial, the more luscious your vision is, the more useful those things become for creating momentum. I can't tell you how often I do this with private clients, where following the special road map to success, you know. It's step 2 is picture the end result or create the vision. I have them create the vision, and after they create the vision and then the next call, their relationship to that goal becomes excited. It becomes anticipatory, because all of a sudden, it's real. It's juicy. It's something they can kind of taste, rather than just kind of this idea about what they would like someday in the future.

It becomes much closer, becomes much real and that experience of the reality of your goal becoming real, becoming...and what you're experiences going to be like creates a tension between where you are now and where you're creating yourself being in the future, and that tension becomes like a rubber band pulling you forward, creating momentum towards that goal. Does that make sense to you guys?

So you can actually create momentum (can't you?) by creating a juicy, glorious vision, by creating specific goals that feel real, that feel achievable. You can create momentum and motivation through those techniques, can't you?

FOUNDATION CLASSES – GOALS, ROADMAP, VISION

So I recommend refreshing yourself in those foundational classes: the [Goals That Get Results](#) class, the [Road Map to Success](#) class, and you know, the [Create Your Vision](#) CD or download, and by the way, within the next few weeks, you're going to be able to access that [Create Your Vision](#) at a discount--at a membership discount. You'll be seeing some real huge changes to the membership website over the next few weeks, so it's very exciting. I'm really looking forward to it.

And one of those is going to be that you can access all of the other such products at a discount. So stay tuned for that and keep your eye out for that.



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WHAT'S YOUR COMMITMENT?

So, if you've already got a specific goal or goals, if you've already got a vision that is real, that is juicy, that is specific and glorious in its ability to create your experience of what having your goal is going to be like for you, but you still find yourself not taking the action you know you need to take, not stepping forward, you need to ask yourself, what's your commitment? How important is having this goal, really?

BOTTOM LINE – WHAT'S IMPORTANT TO YOU AND HOW IMPORTANT IS IT

You are either moving towards your goals or you're moving away from your goals. and very often when you're moving away from your goals. it's because you've made something else more important.

Perhaps you've made your comfort level more important or perhaps you've made the avoidance of anticipated pain of, for example, rejection or failure, more important than achieving your goal.

So really getting honest with yourself about what is important to you and how important is it.

When I was studying acting back in the 80's, back in the day, we worked a lot on motivation--what was the motivation of my characters. and I studied with a guy named Michael Shurtleff, who wrote a book called *Audition*, which among the act...in the acting world is pretty famous, but I actually studied with him personally for about 2 or 3 years actually, and one of the things he taught is that every character not only has motivation toward what they want out of a scene, they always have an opposite. They always have a motivation that operates against them getting what they want in that scene, and it's in that conflict that makes characters real, because as human beings, we always have those conflicts.

We always want to stay safe and comfortable, even when the goals that we want requires us to take risks, require us to confront our fears, require us perhaps to prioritize our career over our relationships or require us to invest money that we don't necessarily feel secure about, require us to take risks, and getting conscious and aware of what your conflicting motivations are can really help you be at choice around it, right?



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It can really help you make choices about what your commitment is: are you more committed to getting your goals or are you more committed to being safe, to being comfortable? Are you more committed to creating a relationship with someone or are you more committed to being right? Are you more committed to your beliefs about the reality of how hard it is to make a living as an artist or are you more committed to making a living as an artist?

I find this...it's funny. This is coming up in a conversation on the Folk-Alliance Listserv, which I'm an active participant in, and a lot of people, you know, it's really coming up...this conflict between business and art, and you know, all of those...the belief that people have about it it's very interesting, and they are very invested in those beliefs and they're in their way of, you know, really being successful.

MAKING IT LIFE AND DEATH

So one the things also that I learned as an actor that made a character really interesting and made the difference for the audience very much whether or not they would believe my character, whether or not they believed that I truly wanted what I was going after in that scene had to with my committing to my choices and making what I was going after life and death.

And I think that this applies to life, to you know, to the real world as supposed to just in the theater, you know. If you look at what you're up to, if you look at what you're creating, what your goals are, what your vision is, and you look at it, and you say, "You know what? This is my life! I am committed to it with all that I am and all that I have."

I think you will find that motivation just happens. That it's not something you've got to delve deep to bring if you've made it that important to you, and if you don't have motivation, you need to ask yourself the question: where's my commitment?

WHAT ARE YOU WILLING TO PAY TO HAVE THIS GOAL? WHAT ARE YOU WILLING TO RISK? WHAT ARE YOU WILLING TO SACRIFICE?

What are you are willing to risk? What are you willing to pay to create this goal in your life? What are you willing to sacrifice to create this goal?

your definition of the world

Are you willing to sacrifice your definition of the world--of reality?

your victimhood



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Are you willing to sacrifice being a victim to your definition of the world and reality? You know, I just had a conversation with a client about how the job market is really tough right now, and I'm like, "Really? How committed are you to that belief?" Are you...you know, does that create you being out of cause or out of fact in your life? How is that belief acting in your world?

your definition of yourself

Are you willing to sacrifice your definition of yourself? Very often, one of the biggest transformations I see people go through as they create their goals is that they become someone different. They become someone who has that agent. They become someone who makes \$1500 or \$5,000 at a gig, they become someone who has sold out their CD, not once but many times.

And as a result their picture, their image, their definition of who they are in the world changes, and let me tell you something, that can be scary for you and it can be really scary for the people you are in a relationship with.

And so as a result, that changes the dynamic of your relationship with those people, and that can be scary. Are you willing to risk the dynamic, the status quo of your relationships with people?

So the final question that I want to ask you about motivation and I want to put out for you, and then I'm going to open it up to answer questions for a few minutes before I go on to the next piece, which is creating momentum. So you know, get prepared by taking yourself off mute if you want to ask a question.

WHAT'S YOUR DISCOMFORT TOLERANCE

So this question that I want to ask you is what is your discomfort tolerance? How uncomfortable are you willing to be? You know I have a coaching mentor who says that "good coaches help people solve problems."

And I will tell you a lot of people come to me to help them solve their problems, but my goal for myself, my purpose is to be a great coach, and what he says that "Good coaches help people solve problems. Great coaches cause problems." So what's your discomfort tolerance? How uncomfortable are you willing to be?



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THIS STUFF TAKES COURAGE!

Look, this stuff takes courage! If you feel like you're being challenge by motivation and momentum, it may just be that you haven't stepped up your willingness to be uncomfortable, to be in the abyss, to be in the unknown, to take that leap of faith.

EMBRACE YOUR FEAR – THINK OF IT AS FUTURE EXPERIENCES AND RESULTS! WOO HOO!

So I say embrace your fear. Instead of having fear be False Expectations Appearing Real, what if we define fear as future experiences and results, so that when you look at taking a risk, when you look at making a phone call, when you look at accepting a gig, but feels really scary and out of your league, what if you think of it as a wonderful opportunity for future experiences and results. Woo-hoo! How cool would that be?

So on that note I'm going to open it up, does anyone have questions or, you know, you want to share with me what this is bringing up for you? What are you seeing about yourself through this conversation?

Kathy: Debra, It's Kathy Moser calling.

Debra: Hey, Kathy. Go ahead.

Kathy: I totally appreciate what you're saying. I mean I especially—the whole thing about, “Are you willing to change your definition of who you are?” is, you know, I don't know if I have a question. I just have to say that is really powerful because I've been watching that discussion on Folk Alliance, and it's so obvious to me how invested those people are in their idea that business and art aren't compatible.

Debra: Right. Or their definition of who they are in relationship to business.

Kathy: Right. So for myself, I mean my... it's definitely like need to be like--make me more money and to be more successful financially and to be bringing in bigger paychecks, you know, it definitely I need to reconfigure my--I definitely need to let go of my image of, you know, like little funky-folky person you know.

Debra: Right. And I think we've already talked about in a Q&A class. You know your definition of people with money, you know. If you--I tell you something and this is not just you Kathy, this is everybody. If you walking around with judgments about people with money, how likely is that you're going to become one.



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Kathy: Right, and I just--it's Tuesday night. I just left this house that I told you at the beginning that that I didn't want to go to that, and I'm making a \$120 an hour over there right now, you know, so not my usual rate, so um...I don't have a question exactly, but I just want to point out to that just kind of hitting home with me via a letting go of your image of who you are.

Debra: Yeah, I think that that's huge, and thank you for saying that Kathy. I think that that is...underlies so much of this work, and So much of why people struggle with it. You know, if you're willing to jump into the abyss of change, you can create anything. You can have, be, or do anything, but if you are committed to being who you are now and staying there, then everything you try to do will be an uphill battle, and it will be Sisyphus pushing that, you know, as I said in the newsletter this month, "Pushing that boulder up the hill and having that boulder slide back down again, because of your investment of having the boulder at bottom of the hill." Right? Of being that person who has the boulder at the bottom of the hill. So, very cool. Anyone else?

Kathy: The only thing is that just what kind of discomfort are you willing to accept, like anyone has been in the Folk-Alliance and stayed up for 3 days or 4 days, like there's so much discomfort that, you know, we're willing to accept, but I just needed to like look at like there's comfort that's familiar, you know, and then there's the comfort that's unfamiliar.

Debra: Right. Absolutely.

Kathy: I may go back on mute now.

Debra: Okay, thanks Kathy. Anyone else want to share? I think I have time for one more.

Okay, well then I'm going to move on.

MOMENTUM

So let's talk about momentum. So, not that we've talked about motivations...so motivation is what is going to get you into action, and momentum is about staying in action and maintaining a particular speed.



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It's about your ability to maintain consistently, taking action, maintaining. You know, if you're setting up a new time management system, the ability to actually maintain it over time, and this is the thing that happens over and over again for people is they find the system. They create the system. They think it's great, but somehow it just doesn't last, as if it were something outside of you, right? It doesn't last. No, you don't maintain the momentum of it, right?

WHAT IS IT

So what momentum is is a really interesting thing, because in the world of physics, a body in motion will tend to stay in motion. That's the law of inertia. A body that is not in motion will tend to stay not in motion, but once a body is in motion, it will tend to stay in motion, unless it's slowed down by friction.

So if you're driving your car and you get your car up to a certain speed, the reason if you're on a flat surface, the reason...if you throw it into neutral...why you don't maintain that speed is because you've got friction with the ground. You've got friction with the air molecules around you. You've got changes in angle and directions, because you're following the road, and when you come around a curve or you have to change lanes, that also will affect your momentum, okay?

But in a vacuum, a body in motion stays in motion, except you know, what we don't live in a vacuum. So the question about momentum is what is the friction? What's slowing you down? What stops you?

3 THINGS THAT DESTROY MOMENTUM

So I want to talk about 3 main things for the-- I've seen that destroy momentum.

LACK OF SYSTEMS AND SUPPORT

The first is the lack of systems and support. So what systems and support do is they remove friction. They create a greased path for you to move along, and so they help you to sustain and maintain momentum.

And I will tell you that increasing your speed becomes extremely difficult if you don't have the systems and support to even maintain the momentum you're at.



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I will also tell you that if you experience a roller coaster in your momentum, it's usually because you're waiting until you have the need for the systems to create the system. So you know you do your marketing, you get gigs, you get busy, you start, you know, getting busy with that stuff, but because you don't have a system to maintain that marketing when you're busy, then you stop the marketing, which means you stopped getting gigs, which means you slow down, and then you don't have any more gigs, so you start marketing again and that creates that roller coaster experience.

But if before you start your marketing to create those gigs, you've got systems in place to maintain that marketing even when you're busy, even when you are on the road, even when you're preparing for a show, then you will maintain the...if you got that system in place it will enable you to maintain that momentum.

When it comes to support, what support can do for you is a) help you run those system, so there's that kind of support, but also there's the emotional support, because if we as human beings feel like we're going to be alone, if we achieve a goal if we go after something and we're going to end up alone going after it, we won't do it. We won't create it because we're herd animals. We don't want to be alone.

If you create community, if you create support for yourself, and if you don't have it in your family and in your immediate friends, you better find it among your peers. You better create it for yourself, because you will not allow yourself to create success if that success means you will be alone. You just won't, okay?

PROCRASTINATION – SYMPTOM

The second thing that I've seen destroy momentum is this thing we call procrastination, but really procrastination isn't what destroys momentum, procrastination is evidence that your momentum's been destroyed. It's a symptom, you know, if you're procrastinating your momentum is already in the trash, okay?

So what causes procrastination...and this is somewhat different for different people, and it can be different for different activities even for the same person.

avoiding pain



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So a couple of things that are really in common that create procrastination is what I've talked about already which is avoiding pain. So you know, you're avoiding taking that action, so instead, you're going to clean in the kitchen or instead you're going to watch TV or play computer games or whatever, because you think that that action may result in pain or it may be hard to do.

By the way, if you're deciding that an action is going to be hard, it's going to be hard. So I recommend that you decide that actions are going to be easy, that you have the power to create ease and joy in the process of going after your goals, and as you do that, you will discover that that ease and joy is just there, isn't it?

focusing on resistance and resentment

Another thing that can cause procrastination is focusing on your resistance or your resentment. You know, going back to that conversation on the Folk Alliance thing, there's so much resentment about having to do the business in order to make a prosperous living doing what you love, and if you're paying attention and all you're putting your attention on is that resentment-- why does this world have to be so hard, and boy, I'm really talented and why aren't they just flocking to me?

And resenting the fact that you have to take these actions to market yourself, guess what? You're going to avoid taking those actions, because you've connected it to the stuff that you resent or the stuff that you resist or the stuff that you've defined as being hard or uncomfortable or ugly.

unwillingness to make a mistake or look bad

The third thing that very often creates procrastination, and this one is so huge and it's so subtle, is the unwillingness to make a mistake or to look bad, to look stupid. It will stop you dead in your tracks if you are unwilling to look stupid.

I remember the first time that I went to a Taxi Road rally, and I was invited by John and Joanne Braheny, who are pretty big in that world and have been involved with Taxi and been speaking nationally, and you know, they're pretty big in the world of music within that genre, and I was their guest and they were introducing me to people, and you know, the truth is I don't know who these people were.

I didn't know what rules they played in that area of the music business, and frankly I didn't care. So I was introducing myself as a coach and I offering my services and offering my gifts to whoever I was being introduced to.



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And at one point, Joanne took me on the side and said do you realize who that was, you know, that person is really successful in the music business. I'm like, so? So what? Does that mean that they don't have things that they desire, that they want that they're not achieving? Does that mean that they don't have room to grow as a person? You know, and so she was trying to protect me from looking bad or looking stupid or you know what I mean, looking naive or whatever but I didn't care you know.

I was there to make connections. I was there to be someone to be reckoned with in that world, and now I am. You know, now I'm a speaker every year at the Taxi Road rally, and I have a rep with those folks. So you have to be willing to look bad, to make a mistake, to do it wrong, because how else will you learn.

And if you do it with a good heart, and if you do it with openness and compassion and love, people aren't going to hold it against you. Because you know what? We've all made mistakes. We've all looked stupid. Believe me.

It actually can create rapport with the other person you know. "Oh man, what an idiot. Look at this mistake I've made." You know, because we've all done it. We've all made mistakes, but if you're definition of yourself is that you're not allowed to make a mistake or you're not allowed to look stupid or look bad, then you will procrastinate doing anything that you might do wrong, and man, is that going to hold you back, because you have learning curves all around you in your career, and you always will.

So if you're unwilling to step into that learning curve and being in that place of conscious incompetent. "Boy, I know what I want to do, but I don't know how to do it," then you're not going to move forward, and you're not going to get your goals. So that is very often a cause of procrastination.

So that was the second thing that destroys momentum, right? That procrastination thing. So the first thing was lack of systems and support. The second thing was procrastination, and I've talked about some of the things that cause procrastination and that was not by means a complete list of the things that cause procrastination, but most important thing for you to do is ask the question: what's stopping me? I'm procrastinating right now. What's stopping me?



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STINKIN' THINKIN'

The third thing is what an old sales-mentor of mine many moons ago called: "stinkin' thinkin.'" He was from Texas. "Stinkin' thinkin'."

thinking about the lack that exists instead of what you intend to create

So for example, if you find that you were thinking about the lack of what you want, about not having what you want in your world, instead of thinking about what you are creating, thinking about what you are envisioning, thinking about your goals and how excited you are about them, that is going to stop you to dead in your tracks.

assumptions and magical thinking

Another thing that can create stinkin' thinkin' are your assumptions, and like magical thinking. You know. "Oh look at that person, man, overnight success!" As if that even happens, you know. The people who have overnight success really have been working on it for a long time usually.

It's pretty rare that they it really truly is overnight, even among things like American Idol. I mean you now I read one blog about this guy, David Cook, on American Idol. You know, is hes a ringer? He has his own CD. Well, no kidding!

That's why he's so good, and he's gotten so far in the contest is because he's been working on it for a long time. So notice your assumptions. Notice your assumptions when you go to make a phone call about the response that the other person is going to have.

Notice if your assuming that they're going to say no or notice if you're assuming that they're going to be mad at you for asking for help. Notice what you're assuming about yourself, about your ability to create success. That is going to get in your way and destroy your momentum.

So it's not that you shouldn't make assumptions. I'm saying that you should make assumptions that are in your favor. You should make assumptions that the right person will show up at the right time to smooth your road to success, who will create your abundance flowing to you and that at the right time when your systems are in place, you're going to be able to step into that new space, that new level, that new person who has this success, who has this abundance and have that be your assumption. You can do that, can't you?



blame, shame and victimhood

And the final thing I want to say about “stinkin' thinkin'” is if you're looking at what you've got to do, what you know you should be doing, what you know the action are that will get you to where you want to go, and you are blaming and shaming and creating yourself as a victim of your circumstance.

If you're blaming other people or if you blaming yourself for not taking the actions, if you're feeling bad about yourself because yesterday you procrastinated or here it is, you know, 7 o'clock or 9 o'clock depending on which coast you're on or whatever time it is, and you didn't get everything done today that was on your list and what a bad-bad person you are, and how you will never create what you want to create. That's just going to keep you stuck and put the brakes on.

BURNOUT

And I promise you 3 things that destroy momentum, but I'm going to give you a bonus. The fourth thing is burnout. The thing that is absolutely guaranteed to destroy your momentum is getting sick, is getting exhausted, is stressing yourself out.

not allowing yourself to rest or have fun – even when you're resting or having fun

So you must allow yourself to have fun, to rest. If you are not allowing yourself to rest and to have fun, and especially if while you're resting you're not allowing yourself to rest or while you're having fun you're not allowing yourself to have fun, because you're worrying about that thing or that deadline or that action you didn't take or that call you have to make or that you know whatever.

Allow yourself to have fun. Allow yourself to rest. Take care of yourself. You are your own instrument, right?

sleep deprivation

Another thing that will create burnout guarantee is sleep deprivation. Study after study after study shows that even an hour a night less than what you really need in sleep destroys your ability to make decisions, destroys your response time, decreases your ability to manage your emotions, makes you more irritable, more emotional, more upset, you know, you get upset more easily.

lack of nourishment or exercise



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Another thing that will lead you to burnout is a lack of nourishment or exercise. So no matter how busy you are, nourish yourself, eat well, get exercise. Take a walk, do some yoga, make it part of your routine.

“Power of Full Engagement”

I want to recommend a book called the *Power of Full Engagement* and I will put a link to this on the recording so that you can link to it easily. It's a wonderful book, really about this issue of...that time management isn't about managing your time. It's about managing your energy, which leads me to the importance of pacing.

THE IMPORTANCE OF PACING

One of the biggest things that will destroy your momentum is if you're inner child doesn't get to play, because I will tell you something, man, that inner child will dig his or her feet into the ground and say, "Huh-uh! I'm not working anymore! I don't care how much you push. I don't care how much you brag or cajole if you don't give me play time I ain't working anymore."

So if you notice that, if you notice yourself just not letting yourself work, go play. Play for an hour. Play for an afternoon. Hell, take the day off. I will bet you that you're going to come back the next day energized.

TRICKS AND TOOLS

And I want to give you a couple of tricks and tools and then I'm going to open it up to coaching, and I'm happy that...to kind of stay on the line for as long as you guys want to, you know, to do that coaching. So a couple of tricks and tools:

SEGMENT INTENDING

One is something called “segment intending.” Now what this is, this is straight out of the *Law of Attraction* books by Esther and Jerry Hicks, as a lot of these tricks and tools. Segment intending is actually linking the activity that you're about to do to a specific goal. It can be to a goal that you've got for this week or this month or the next 3 years.

I've been having a lot of fun with creating. The next hour...my activities are creating \$100,000 of income in 2008, so this next hour what I am creating, what I am manifesting by my actions is that goal, and so you can have a lot of fun with it.



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But you can also do short term. So for example, you know if you're about to go drive to a meeting or a gig or whatever, you could intend that that drive is easy, flowing, stress-free, and fun. So you can do short term intentions and long term intentions, depends on what you're doing, depends on how you feeling what you want, okay?

But what you want to do is with specific segments, so a segment really is a chunk of activity that is like. So you know, when you go to bed at night, your segment is the time which you're sleeping. When you wake up in the morning, if you are lying in bed for 5 minutes, then that is the segment is--the time that 5 minutes that you're laying in bed.

If you're you know getting showered and getting ready for the day that segment is that chunk of activity. You guys get this concept?

CREATING CONTEXT

The next trick is creating a context. Now my private clients know what this is, because they do it at the top of every single session and I've talked about it in past calls, but creating a context is about choosing your thinking.

You know I talked earlier about stinkin' thinkin'. Well, you can choose what your framework is, you can choose what your paradigm of the world is for right now. So, for example, I created a context before this call of creating a shift in your ability to move. That was my intention. My context was to be an agent of change, that I am an agent of change, and that was my context. So that's about me, right?

So, context is not about your intention. It's not about your goal. it's not about what you're creating outside of you. It's about who you are being and what you are thinking, your frame of reference, your frame of mind, while you're doing that thing that you're doing.

So, who I am being as an agent of change, and what I am creating is increasing your ability to move, right? I just want to differentiate between what context is and what intention or goal is because segment intending is more about your intention. Creating context is more about your framework, your thoughts, your frame of mind.

LAW OF ATTRACTION PROCESSES

In the book *Ask and It Is Given*, and again I'll create a link to that book in the membership call recording, in the book *Ask and It Is Given*, the last the third of the



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book is a series of something like 20 different exercises to shift your vibration level, so that you feel better, so that you feel more powerful, so that you experience yourself as creating your own world.

And what's wonderful about all of these exercises is that you can choose which exercise feels appropriate for where you are in this moment, and they even give you a way of helping you make the right choice for which exercise appropriate, but a couple of them are really good for creating momentum.

Virtual reality

One is virtual reality, which I covered in the [Create Your Vision](#) CD and have talked about actually a couple of times in various calls. I think I talked about the Build Your Belief call, and the virtual reality is 30 seconds to a minute of vision--of creating your vision, and you want to pick kind of the peak moment of your goal coming to fruition.

You know, you're stepping on the stage in this gorgeous gown to accept your Grammy Award, and you feel, you hear your name called and you feel the adrenaline just rushing through your body, and you're walking up and people are congratulating you and screaming and you don't even know, but you've got tears running down your face and you get up and you look out at this cheering crowd, and you are filled with gratitude and excitement and such a warm feeling of accomplishment and all of your hard work has paid off. Done!

Okay so it's packed 30 seconds of the pinnacle of your achieving your goal, and you can do this anytime, anywhere. Standing in line at the post office, brushing your teeth, don't necessarily recommend doing it while driving, but if you can do it with your eyes open...

Which thought feels better?

“Ask and it is Given”

The next trick is (within the Law of Attraction process) is something called, “Which thought feels better?” So again on the stinkin' thinkin' thing, if you notice that you're having a thought that has you feel bad, you can play a game of “Well, let's see. I'm thinking that if I make this phone call they're going to reject me. What could I think instead?” And play with it. “Wow, ha! I could think this thought. Does that make me feel better? No, that makes me feel worse. Well, let me try this thought. Oh, that thought makes me feel better. That's pretty cool.”



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“Let me try this thought. Well that's a little bit better but not as better as the last call.” So you can kind of play a game with it, because remember your thoughts aren't real, unless you decide that they are. So pick the good ones.

MOMENTUM CALLS

The final 2 tricks we've really talked about in [Time Management 101](#). One is the momentum calls, which has you..which you can set up with a buddy, where you talk at the top of an hour or at the top of a segment, right? In the segment intending concept, and you state your intention, what you're going to accomplish for the next hour.

It's really good when you've got large chunks of unstructured time, you know. You got a day where you're not doing...you don't have any gigs. You don't have any appointments. You don't have any calls or whatever.

But you've got a ton of stuff you want to get done. So you talk to someone for 30 seconds on the top of each hour, and you say, "Okay, in the last hour what I accomplished was having my lunch. In the next hour, what I'm going to accomplish is 5 calls to bookers, and what I am intending..."

So you can also use this for the segment intending. "...And what I'm intending is a calendar for gigs. That's what I'm creating." So that's...and then the other person goes and ideally this momentum calls take 20 to 30 seconds each, and you can even string them through three-way calling to 2 or 3 people.

I have found that more than 3 people, they start getting too long and actually counterproductive, because they get in the way of your momentum. Because once you've said what you're about to do, you want to just go do it.

ROUTINES AND HABITS

And finally creating the routines and habits of facing yourself, of nourishing yourself, of exercise, of creating a to-do list that is linked to specifically to your goals. All of those routines and habits will help maintain momentum, and again, getting back to those systems and structures, putting those systems and structures into place, so solidly, so securely that they are habit.



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COACHING

Okay so that's everything that I have, and I actually thought that I wasn't going to have enough materials for full hour, but there you go. So...but I do want to open it up for coaching if anyone has a question or something triggered something for them and they're not quite sure where to go with it.

If you're noticing that you're procrastinating about a specific thing and you'd like help discovering what's going on underneath it, go ahead and take yourself off mute and speak up if you're ready for some coaching.

John: Hi Debra it's John

Debra: Hi John.

John: Hi there. I have a question. This brought up the thought and we've been talking a little about transition. Transition from one task to the next one activity, to the next one segment to the next. Can you just speak a little bit about that?

Debra: Can you be more specific what about transition?

John: I'm thinking, well I guess...Why is transition? I mean it's easy for me to sit all day and my momentum you know start well, and then it will just kind of slowly go down and slowly go down procrastination starts to creep in.

Debra: Well yeah, I think part of that though has to do with your pacing. That you're not giving yourself chunks of time and breaks in between, but that may be part of it.

But this comes for a lot of people, and I think it's probably a bit more common among creative people, just because they're a bit more right brained than they are left brained, and very often they need more transition between activities.

What I think you're talking about, John, and stop me if I'm wrong is that when you're done with one activity, and it's time to start another one that you have trouble stopping what you're doing or you have trouble getting started on the next thing.

John: Yeah, exactly.

Debra: And very often, what can really help is actually in your planning of your day...if your day, if you say, "Okay, I'm going to make booking calls from 8 to 10,



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and then from 10 to 12, I'm going to write music." For example, I'm just making stuff up here, but going from booking calls, which is a very externally focused activity, to writing music, which is a very internally focused activity, requires a transition of focus.

If you instead of saying, "I'm going to work from 8 to 10," you say, "I'm going to work from 8 to 9:50, and from 9:50 to 10, I'm going to get up. I'm going to move. I'm going to take a little walk or I'm going to do a couple of yoga poses or I'm going to have a snack."

Very often a little bit of nourishment can really help in transition. "...And then at 10, I'm going to come back and sit down and create a new context for this next segment and create a segment intending for what I'm going to create with this next segment, and then get to work."

So you're both doing a transition out of the activity for that last 10 minutes, and maybe for the first 5 or 10 minutes going into the next activity, you're also creating a transition. Does that make sense? And I'm not sure if that addresses your question specifically.

John: Yeah it does. I mean, I just I've never had even the concept of transition. I just kind of keep ploughing through. So it certainly makes a lot of sense. I've been trying and experiment with that here and there, but I love your suggestion of not only transitioning out, but also of transitioning in or setting up a habit and a system to do the suggestions you've just given.

Debra: And if you're starting a new project, well, you've got to transition. You've got to gather all your materials. right? If you know you left the project off a week ago, you need to kind of re-ground yourself at where you were in the process.

So, of course, you have to transition in and at the end of the project you need to put it away in such a way that you can pick it back up again next time without spending 50 minutes trying to figure out where were you. And that also can be part of your system of transition.

But I think also the biggest piece has to do with nourishing yourself, has to do with pacing yourself, instead of just pushing-pushing-pushing-pushing-pushing. I would bet if you give yourself, which is by the way law in the employee world, a 15-minute break mid-morning, and a 15-minute break mid-afternoon, an hour for lunch, an



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hour for dinner, that you would find your energy level to be much more consistent, and I'm not just talking to you. I'm talking to everyone, including myself.

Great! Who else has a question?

Vicky: I have a question. It's Vicky.

Debra: Hey Vicky.

Vicky: Hi. Well, just to take that a little bit further...one thing I wanted to ask: when you said take a 10 minute break in between, you know, for a transition, that felt like, "Oh, that's definitely not long enough. I need a longer transition. I need like a half an hour." You know.

Debra: And that's good to see about yourself, because different people do need different amounts of transition.

Vicky: And secondly, so if I do booking calls in the morning, just because I make a call doesn't mean that they're going to answer. I leave a message, and then I'm on to the next thing, that's when they call back. Now I'm being pulled back to the other thing, even though yeah now I'm on to writing music, I have to stop what I'm doing and go back to the other thing. It's not as clean as what you say as far as...

Debra: Do you have to stop? Can you set up a structure where you don't stop?

Vicky: Uh...

Debra: Or can you set up a way to quickly transition. For example, let's say the booker calls back and you see it, and you've left them 4 messages and you really need to take that phone call, and I get that, right?

So you take that the phone call, but maybe what you do instead of taking the phone call and having the conversation, maybe what you do is set up an appointment with them.

And you know what? You don't need to even explain to them why you're not available at this moment. You can say to them, "You know, I wasn't going to take any calls, but I saw that it was you, and I, you know, and we've been playing phone tag, so I definitely want to take a minute to talk to you, but you know, now's not a really great time for me, can we schedule a phone call?"



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So you don't go for 20 minutes into that phone conversation, it takes you 3 minutes. You schedule the call. You get off. You get back to the music. It's a judgement call. You know, and different...your relationship with different bookers is going to you know is going to impact that, but I will tell you that most business people get that. They get it, because they're doing it too!

So does that help? Does that answer your question?

Vicky: Uh yes! And I just want to say, you know, I'm not used to...like when I have been playing phone tag, I guess there's a feeling of like, "I better get this done now or it's going to continue this for a long time." So I never feel like "I'll get it. I'll call them back." It just never occurred to me to not call them back.

Debra: Or to not pick up the phone...

Vicky: ...yeah, so but that's an option.

Debra: Yep, it is absolutely an option, not to answer the phone. It's also an option to answer the phone and set the context at the beginning. "Oh, you know, I'm so glad you called me back. I've been trying to reach you, and you know, we've been playing phone tag, but you know what? I only have about 2 minutes. Could we..."

So you've already set an expectation in them that you don't have time to talk right now. You can also set that expectation in your messages. For example, you can leave a message that says, "I will be available until noon today. If you're calling me back after 12, please give me three times that you're available, because I really would love to speak with you."

And then you've got power, you know. You've got choice. (Sorry!) You've got choice about when you call them back. Is that helpful?

Vicky: Yes.

Debra: Cool. Anyone else have a question or want some coaching on something?

Now as you are thinking about this stuff...I've given you a lot-a lot of stuff, stirred the caldron a bit. You know, stirred up your unconscious a little bit. Stuff is going to land for you over the next couple of days. As you have questions, as you have challenges around this as it starts to challenge your belief about the world, right?



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You can send me an email, even if you're not available for the next Q&A call, which is going to be the first week of June. It's going to be early in the month, because I'm going out of town for the majority of the month of June.

If you have a question for the Q&A call, shoot me an email, because what I'm starting to do now is answer emailed questions in the call. So I'll work with whoever shows up on the call. If you want live coaching, I am so happy to give that to you.

I think it's a lot of fun doing those Q&A calls with whoever shows up, but you can also send me questions by email, and I will do my best to get to all the questions in the Q&A call. Of course, it depends on how many people show up for the call.

So obviously, the people who shows up for the call are going to get, you know, are going to get priority. So great, unless someone has another burning question or need for coaching I'd like to start bringing this to a conclusion. What I'd like to do is ask you what key insight or piece of value are you taking away from tonight's call and what action will you take in the next week to put that into action? Who'd like to share?

Roxanne: This is Roxanne.

Debra: Hey Roxanne.

Roxanne: I guess that the key insight is I notice that I'm very-very uncomfortable with a lot of things that you've said.

Debra: Oh, good.

Roxanne: Yes, I don't really like this, but I know that intense discomfort. So I think when I'm going...while 'ou're speaking, I was kind of taking notes. I think I'm going to post these notes up somewhere where I can read them, and just kind of go over this several times and kind of think about, you know, what is it that is some of this unconscious things are going on in my mind and things that are making me very disturb.

Debra: Yeah, so really, the question for you to ask yourself is "Ha! I'm uncomfortable right now. Isn't that interesting?" Right? With curiosity and compassion. "Isn't that interesting? What's that about?"

Roxanne: Right.



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Debra: And just let yourself breathe with the question, "What's that about?" The more you become willing to feel uncomfortable, the faster you'll grow. You know, we call it growing pains for a reason because it's uncomfortable. So congratulations for feeling uncomfortable, Roxanne, and thanks for your willingness to play, because that's huge and there's always good portion of the population that's not--that's just not willing to feel uncomfortable. So congratulations. Who else wants to share? Your key insights and what action you will take.

Linda: Hi Debra. This is Linda.

Debra: Oh hey, Linda.

Linda: The key insight I got was just right at the beginning when you started out what is the unconscious fear that I have and that just really hit me, and so I commit to-do list to become aware of when I'm uncomfortable and then kind of go a little deeper and see what that's about.

Debra: Excellent. Very cool. Thank you for sharing that.

Linda: You're welcome.

Debra: Anyone else want to share? I'll take one last one.

Kathy: This is Kathy.

Debra: Hey Kathy.

Kathy: I think for me is like willingness to be someone, to change your identity. You know, to let go of your identity, of who you are, in order to create the world that you want to actually have.

Debra: Yeah, because you've got to become that person.

Kathy: Right. So I guess the action I'm going to take is to write about that a little bit and kind of play with that. Explore that idea this week, and see how I can step into that a little bit more. If I wasn't me who I want to be? You know.

Debra: Excellent, and what I...can I give you suggestion for an action?

Kathy: Uh-huh.



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Debra: What I would suggest you do is actually write your vision of who you are in that circumstance. Who are you? How do you spend your time? How are you feeling moment to moment? How are you making decisions? What kinds of thoughts are you having? You know get really specific about what your reality is like now that you're living this life, and do it in the present tense and focus on the positive expression.

Kathy: Right.

Debra: Cool. Excellent.

Alright you guys, this is a lot of fun. I will tell you that I procrastinated a bit writing this class. Really, it's so ironic that you know this class is kind of just floating around there for me until I actually was ready to take action on it.

And it's absolutely something that everybody works on--motivation and momentum. You know, it's very much a part of everyone's process and experience in their lives, so remember to deal with yourself with compassion, with curiosity, and with love, as you begin to build your motivation, as you begin to increase your speed and your power, that you deal with yourself with compassion, with love, with patience, and with the willingness to be who you need to be and who your best person is, you know, who your highest self is in the world.

This is great. Be looking out for announcements for June's calls within the next week or so, as well as checking out the website changes. I'm really excited about these things, and I probably will be doing another orientation call within the next, uh...probably by fall, because of how significant these changes are going to be. So all for the good. Alright you guys, be well, and you know, make a prosperous living doing what you love.

Callers: Thank you!

Debra: Bye.

Callers: Bye.