

**Transform Your Belief –  
The Key to Success  
Toolbox Teleclass Transcription  
By Debra Russell**



**Professional Program**

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



Artists Marketing & Business Academy: Professional Program

Track 2: Believe & Receive: Confidence, Perseverance

Courage & the Law of Attraction

Transform Your Belief – The Key to Success

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## INTRO

INTRODUCE MYSELF, PASS AROUND SIGN-UPS, INFORM OF AVAILABILITY FOR DISCOUNTED PRIVATE SESSIONS THROUGH FRIDAY

## BELIEFS – WHY DO WE CARE?

Welcome to the June 2011 Toolbox Teleclass called Transform Your Belief - The Key to Success. This class is about belief, and I'm going to give you fair warning. It's a bit "woo-woo," and it's a bit going into the transcendental if you will.

Because we're going to be dealing with how your brain works and how you kind of process the world. So, I'm going to ask you now to set aside your skepticism, and go with me on this journey.

### THE EARTH IS FLAT! – RIGHT? IT'S NOT? ARE YOU SURE?

So let's -- first of all talk about what beliefs are, and really, why do we care? Why is this at all important for us? So let me give you an example of a once widely held belief: the earth is flat, right? The earth, you know, it's flat. Isn't it? Are you sure?

*IT CERTAINLY WAS FOR MILLENNIUM – AT LEAST UNTIL COPERNICUS. AND WHAT WAS THE WORLD'S RESPONSE TO HIM? HERESY!*

See, it certainly was for a millennium at least until Copernicus, and that -- what was the world's response to him? Heresy! Because he dared to look a widely held belief in the face and say, "Yup, that's not true."

THE TRICKY THING ABOUT YOUR BELIEFS IS THAT THEY USUALLY DON'T LOOK LIKE BELIEFS - THEY LOOK LIKE THE TRUTH – "THE WAY IT IS"

See, the tricky thing about your beliefs is that they usually don't look like beliefs. They look like "the truth," and if you could see me, you would see me doing air quotes. "The truth," the way it is. And the funny thing is is no matter what your belief system is you can always find evidence for those beliefs.

But here's the problem with that evidence, the way your brain works is through a series and layers of filters. See, we have billions of bits of information coming into our brains every second.



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Bits of information coming into through all of our senses, coming in from our bodies as well as coming in from our memories, our unconscious and our emotions, our hormones; all of this information is pouring into our brain at any given second.

And if you didn't have filters in place to decide which of those bits of information were important and which weren't, you'd go insane. In fact, there are some people who hypothesize that one of the reasons why people with ADD and with learning disabilities and other things is that their filters are damaged.

And so they're not as effectively filtering the information coming in, and so they're not as able to maintain their focus or learn or process the information that's coming in.

Because they're just overwhelmed. There's too much. So let's talk about those filters. Those filters are made up of our beliefs, our expectations, our assumptions, our parents' belief, expectations, and assumptions.

The -- what you were exposed to as a child and the peers of you as a child, your teachers as a child and their beliefs and expectations, and all of this stuff created filters in you that you use to view your world. Well, if you're viewing your world through the lens of your belief, then all the little things that don't match your belief get filtered out.

#### *AND WE CAN ALWAYS FIND EVIDENCE FOR OUR BELIEFS*

And so you're always able to see proof of your beliefs, but usually the proof of some other belief other than yours, you won't even notice until it slams up the side of your head like a 2X4.

It's only when it's really, really big and violent and abrupt and unavoidable that you begin to even notice it, because it's not being filtered out by your beliefs.

#### **DEBRA'S CLIENT EXAMPLE – THE OUTCOME OF BELIEVING YOUR BELIEFS ARE TRUTH**

For example, I had a client who was clinically depressed, and one of the things that happens with people with clinical depression is that their beliefs become a loop that goes around and around, and those beliefs tend to filter only for negative information.

*CLIENT WHO HAD A BREAKTHROUGH, TAKE ACTION, GET GREAT RESULTS, AND GET STOPPED DEAD BY HER BELIEFS.*

#### **Her new beliefs which were created in her breakthrough didn't stick and she'd bounce back to her old beliefs – BAM!**

And my experience with that person is that we would have a breakthrough in the session, and they would feel better for a couple of days, but by the time we had our



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next session, that person was right back to the reality they walked into the door with, because the beliefs were more powerful than the new experiences that were different than the pre-existing beliefs.

At that time, I did not yet have my NLP and Hypnosis training. When I started working with that person using NLP and Hypnosis, that actually really significantly shifted, but it was really interesting to me one day, they called me and in tears because their printer had broken, and that must mean that they couldn't possibly be successful.

And see, so those were the beliefs. The belief was that they couldn't possibly be successful; therefore, the printer breaking was proof, was evidence of that belief. See now, I have a belief that HP builds in obsolescence into their machines as part of their business plan, so that you buy an HP printer and 5-4 years later it breaks, and you have to buy a new one.

See, that's my belief about printers. And so if my printer would have broken, I would have a very different experience than this person. So you see, you filter your experience through your beliefs, and that also then proves your beliefs. So it's circular.

*THIS CAN LOOK LIKE ONE STEP FORWARD, TWO STEPS BACK.*

**Because we get pulled back into our habit of belief if we don't consciously, intentionally and effectively build new beliefs.**

#### WHAT IS A BELIEF?

So what is a belief actually? So a belief is a thought that you've had so many times that it becomes an assumption. It becomes wallpaper. It's just a repeated idea or thought. Sometimes it's an idea or thought that was generated as a result of a traumatic experience, in which case the brain lays that belief down with an emotional feedback loop to the hypothalamus.

#### *A THOUGHT YOU'VE HAD SO MANY TIMES IT BECOMES AN ASSUMPTION*

So that belief then becomes even more deeply entrenched because of the -- what happens chemically in your brain when you have a traumatic experience. Welcome! Did someone just join us?

Lauren: Hey, this is Lauren Randall.

Debra: Hey, Lauren! Do me a favor, hit star 6 to put yourself on mute, until I am asked for questions.

Lauren: Okay, I'll do it right now.





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Debra: Excellent! Thanks!

So as I was saying, belief is just a thought you've had so many times that it becomes an assumption.

*PREMISE – THAT THERE IS NO OBJECTIVE TRUTH TO YOUR BELIEFS. – THEN WE CAN CHOOSE TO BELIEVE ANYTHING.*

Here's the fundamental premise that I'm working on with this class: there is no objective truth to your beliefs. Oh, by the way, that's my belief, and I will say to you that while I'm saying to you, "There is no objective truth to your beliefs," I'm aware that that's my belief, and there's no objective truth to that one either, because it's all just beliefs.

*NO BELIEFS ARE RIGHT, REAL OR TRUE*

But here's the power: if there's no objective truth to your beliefs, then we can choose to believe anything. No beliefs are right, real or true. Not mine, not yours, not anyone's.

*NO LONGER – IS THIS BELIEF TRUE. BECOMES – DOES THIS BELIEF WORK FOR ME? WHEN I THINK THESE THINGS, HOW DO I FEEL?*

So what starts to happen when you take on that belief is that it's no longer a question of well is this belief true, the question then becomes, "Does this belief work for me?"

When I think these things, how do I feel? When I look at the world through the filter of these beliefs, do I like what I see? And I want to also say that there are no, in my world, in my belief system, there are no negative, i.e., bad beliefs.

Just like there are no right beliefs, there's also no wrong beliefs. There are no good beliefs. There are no bad beliefs. They're just beliefs, but there are beliefs that will draw you closer to what you want, and then there are other beliefs that are going to move you away from what you want.

And so when I talk about a negative belief or a positive belief, think in terms of a plus sign drawing you towards what you want or a minus sign moving you away from what you want, and what we want to do is create and develop and install beliefs that move us toward what we want, right? That's the whole point.

**A WORD ABOUT "THE SECRET" MOVIE**

We want to get what we want. Now, in case you're wondering, this is the law of attraction. You know, the *Secret* movie. We are talking about the same thing.



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*YES, WE ARE TALKING ABOUT THE SAME THING – IT IS YOUR BELIEF THAT CREATES YOUR REALITY*

In *The Secret*, they talk about that if you believe something will happen, it will happen because that belief creates your reality.

*THE ESSENCE OF THE LAW OF ATTRACTION –*

#### **You get what you expect**

#### **What you focus on expands**

I'm also saying the same thing. You want to change your reality, change your beliefs. See, this is the essence of the Law of Attraction. You get what you expect, and what you focus on expands.

*WANT TO CHANGE YOUR REALITY? CHANGE YOUR BELIEFS.*

Because once you start believing in that thing, you're going to start sorting for it. You're going to be seeing it all over the place. You know, I remember the first time I saw the Mini Cooper, which I think is such a cute little car.

I saw the Mini Cooper in a movie, and I thought, "Oh man! That is such a cute car. I've never seen that car before." And then the next day, I think I saw 5 Mini Coopers on the road, and the truth is it's not that I had never seen it before, but I wasn't filtering for it.

And so all of a sudden when I started filtering for it, it was everywhere. I was seeing it everywhere. So that's how shifting your beliefs can change your experience, because you start filtering for the new belief.

But here's my problem, my personal problem with *The Secret* movie. Without action, it's just the law "attr." If you are not in action moving towards what you want to create, you won't believe that you can create it, because that's the way our brain works.

If you're sitting on your butt and saying, "I really want this. This is what I want, I'm seeing it. I'm visualizing it. I'm creating it," but all you're doing is sitting on your butt all day, then your brain is going to say, "Oh yeah right. That's not real." Because it's not, because you haven't got into action to buoy up that belief.

It's not enough to just imagine it. It's not enough to just believe it really hard. You've got to put that belief into actions, and I'm going to talk a little bit more about how that ends up manifesting in your moment to moment and day to day life.



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### THERE ARE 3 STEPS TO TRANSFORMING YOUR BELIEF:

#### *UNEARTHING YOUR CURRENT HABITUAL BELIEFS*

So there are basically three steps to transforming your beliefs. The first is unearthing your current habitual beliefs, because like I said at the beginning of this class, your beliefs are thoughts you had so many times that they've become wallpaper.

They're your assumptions. They're just what's true about your universe, so how on earth can you get conscious of them? 99% of the time they're unconscious. So we're going to talk about some different ways for you to get really clear on what your beliefs are.

#### *CHOOSING BELIEFS THAT WILL CREATE THE LIFE OF YOUR DREAMS*

Once you know what your beliefs are, then you want to look at them and choose. "Do I want that belief or do I perhaps want a different belief? And will these beliefs create the life of my dream?"

So you want to choose the beliefs that you think are positive, meaning they will pull you towards what you want to create, okay?

#### *BUILD THE HABIT OF THOSE BELIEFS*

And once you've chosen them then you need to build the habit of those beliefs. You need to install them into your unconscious. So let's talk about how do we unearth these beliefs? So like I said, the belief looks like the truth, the way it is.

So you know, you can have this experience just watch a political debate of the party that you don't happened to believe in, and you'll watch people who are just passionately committed to their experience of the world.

And you can look at them and say, "Oh my God! But they're just so wrong! Those beliefs, that's not how the world really works." But it is to them, and your beliefs for them probably are the same thing.

They're going to look at your beliefs and say, "No! That's just wrong." Right? Because it's the way the world is.

## UNEARTHING BELIEFS

95% of our thoughts and beliefs are unconscious, and so I want you to draw a diagram. Now this diagram should look like one of those recycling diagrams, except that instead of being a triangle it should be a circle.



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BELIEFS - LOOK LIKE THE TRUTH = "THE WAY IT IS" – SO HOW DO WE IDENTIFY THEM?

*95% OF OUR THOUGHTS/BELIEFS ARE UNCONSCIOUS*

#### DIAGRAM

#### **Beliefs → emotions → behavior → outcomes**

So at the top of that circle is the word, "Beliefs," and draw an arrow about, you know, maybe a quarter of the way around the circle and write emotions. And then another quarter of the way around the circle and write, "Behavior," and then another quarter of the way around the circle write, "Outcomes," and then draw an arrow back to the "Beliefs" to close the circle.

So this by the way is the foundation of cognitive behavioral therapy, that this is the way we work as human beings. We have our beliefs. 95% of them are unconscious. We're unaware of them, but those beliefs create emotions, and very often that's what we become aware of first.

We notice that we're angry or sad or happy or cheerful or nervous or whatever. We notice the emotions, but emotions are not actually caused by our circumstances. They're caused by our beliefs.

Now we'll talk a little bit more about how that works. So you have your beliefs. They create emotions. Those emotions now...E-MOTION meaning "in motion." Those emotions inspire behavior or non-behavior.

That behavior then leads you to outcomes in the world. And then you have beliefs about those outcomes, so you look at those outcomes through the filter of your beliefs, already existing beliefs and decide what those outcomes mean.

So let's say you have a belief that you're not really lovable, which makes you feel shy and uncomfortable in group, you know, in groups, which causes the behavior of being tongue-tied and not really able to say what you're thinking, and maybe you end up saying something kind of dumb, because you're just, you know, really nervous.

And that behavior then leads the person you're with to look at you like you're an odd duck and walk away. That's your outcome. And then you look at that outcome and say, "See? That's just the proof that, you know, no one's really going to like me because I'm not worthy."



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Now, what if you had a belief that you were uniquely and oddly wonderful, but you know, not everyone gets your humor? And that leads you to feeling kind of adventurous at this group event.

And as a result, you say stuff that is maybe a little bit out there and funny, and some people laugh, but other people walk away, looking at you like you're an odd duck. And you through the filter of that belief look at that outcome and say, "Oh well! Some love me. Some don't. Some get my humor. Some don't. Oh well!"

A completely different experience, even though the outcome is kind of the same. Because you're looking at that outcome through the filter of your belief. Okay?

One last word about emotions in relation to beliefs. One of the reason why emotional intelligence is such a critical success skill is because you can follow this cycle backwards. You can say, "I'm feeling X. What's the belief that I'm holding that is causing me to feel that way? And is that belief true? Could I believe differently about this situation or circumstance? Could I believe that I'm learning how to work in groups, and you know, I'm getting better each time."

So in other words, you can use the emotions to then identify what your beliefs are, and then start playing with the beliefs. So that gives you a lot more power. Okay?

I'm going to open it up at this point to any questions. Just go ahead and hit star 6. I'll give you a moment for questions.

Star 6. By the way, I did start this call just a few minutes late, so we might go a little bit past 4 o'clock. Great. Any questions?

Guy: No question here. I just want to tell you that I'm really enjoying it so far.

Debra: Oh good! Cool! Alright you can go ahead and hit star 6. I'm assuming that Laurie didn't have questions because I didn't hear her voice, so I'm going to move on.

So first of all we want to look at and change the beliefs that are working against us. That are negative beliefs. In other words, they move us away from what we want. And so, you can call those negative or dis-empowering or whatever, again I'm not saying any belief is bad or wrong. I'm saying no beliefs are right or real, but it's really a question of what's efficacious for you to achieve the life of your dreams.



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YOU KNOW YOU'RE CONFRONTING A DISEMPOWERING BELIEF WHEN....

*YOU ARE THINKING NEGATIVELY*

So you know when you're confronting a belief that's not working for you, when you're thinking negatively.

*YOU SEE ONLY LIMITED POSSIBILITIES*

*YOU SEE ONLY LIMITED CHOICES*

You're seeing only limited possibilities or only limited choices or options.

*YOU FEEL BAD*

You feel bad, like you just feel bad. You feel sad or angry or uncomfortable or frightened. You just feel bad.

*YOU NOTICE YOU ARE USING NEGATIVE OR MUNDANE/UNINSPIRING WORDS*

You notice that you're using negative or uninspiring language. "Yeah, whatever, I'm bored." That's generally a reflection of not empowering beliefs, because a really, empowering belief is going to have you feel excited and anticipatory, and you know, just wanting to jump into action.

*YOU FEEL POWERLESS AND OTHERS HAVE POWER OVER YOU*

So you feel powerless or you feel that others have power over you. Actually this is one of my favorite. You take the beliefs of others as truth, even when you have a doubtful voice inside, because if they say it's true, it must be true.

*YOU TAKE THE BELIEFS OF OTHERS AS TRUTH – EVEN WHEN YOU HAVE A DOUBTFUL VOICE INSIDE – IF THEY SAY IT'S TRUE, IT MUST BE TRUE.*

So you take the beliefs of others as true, and I always encourage you --- I tend to be fairly assertive in my speaking, so I'm going to state my beliefs as assertively true, but I challenge you. Try them out.

If you don't like my beliefs, they don't work for you, don't use them. I'm not saying mine are any better than yours. They just happen to be the ones that work for me. I can't promise you that my beliefs will work for you, but I can promise you that if you test beliefs, you will find beliefs that work better for you.

*SUCK THE MOMENTUM OUT OF YOU*

If you're dealing with a disempowering belief, the belief it just sucks the momentum out of you. If you feel like you're going through your day like Sisyphus pushing the rock up



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the mountain and never making any progress, and it's always such a struggle to get into action, I'm betting that there are beliefs that are in your way.

#### *YOU FEEL DESPAIR AND HOPELESSNESS*

If you feel despair and hopelessness and finally if you are stopping yourself from taking the steps you know you need to take to get to where you want to be, then I'm betting that there are beliefs that are in your way.

*YOU ARE STOPPING YOURSELF FROM TAKING THE STEPS YOU KNOW YOU NEED TO TAKE TO GET TO WHERE YOU WANT TO BE.*

#### EXERCISES TO UNCOVER BELIEFS:

So I want to give you some exercises, some possible things you can do to begin to uncover those beliefs. So I already gave you one, which is to notice how you're feeling and to follow it backwards.

So, "Wow, I'm feeling really afraid right in this moment What is the belief that has me feel fear?" Now you notice I didn't say, "What am I afraid of?" because that just gives you reasons, and very often that's just a disguise. That's not really what the belief is.

You might be able to deconstruct it, but it's better to really just ask, "What's the belief?" So if I'm afraid of speaking in front of a group, and I say, "Well, why am I afraid of speaking in front of a group? Well, what if they don't like it?"

Right? That's not really my belief, but you know, if I'm afraid of speaking in front of a group, perhaps the belief is that I'm not a good speaker. Or perhaps the belief is that if they don't approve of me I can't be successful.

Do you see where I'm going with this? So asking why you are afraid of something or why you're angry isn't as useful as saying, "What's the belief that has me feel angry?" And try to take it out of the terms of the specific circumstances.

So let's say someone does something, and you're feeling really pissed off, like someone stands you up for a date, and you're like, "Man, that's really --- I'm really angry!" Well, what's the belief that is having you feel angry?

Well, people won't love me or I won't be loved or I can't create relationships, you know. As opposed to if I'm just looking at the circumstances, "Well, that person is a jerk or that person, you know, is rejecting me."





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That's not all that helpful because it's just that one circumstance. Okay so that's one way to. Just, in a moment, we'll kind of look at what are the beliefs that are operating here.

#### *MEISNER TECHNIQUE - FILL IN THE BLANKS:*

I have a process called the Miesner technique, and for those of you who haven't acting background, it is a nod to Sandy Meisner, the famous acting teacher and his repetitious ways.

So the way this works is it is a rapid fire brainstorming exercise. And it is a fill in the blank or complete the sentence exercise. And so what you want to do is complete the sentence over and over and over and over and over and over and over and over again as many times, as fast as you can, for as long as you can stand it.

So it might go something like this: let's say you're trying to figure out what your beliefs around money are, and so you might choose to complete a sentence like, "People with money are..." So that's the beginning of the sentence, "People with money are..."

And so on a piece of paper at the very top, you would write, "People with money are..." and then in your mind, you would just repeat it and write down the completion of the sentence. Don't keep re-writing the entire sentence, because that'll just slow you down.

You want to do this as fast as you can, as long as you can. So it might go something like, "People with money are mean. People with money are happy. People with money get everything they want. People with money get to play more. People with money..." and so on and so on and so on, but all I'm writing is "happy," you know, "get to play more," whatever.

And you want to do it as fast as you can, and I recommend too actually against doing it on a computer. There's something about handwriting that accesses a more creative part of your brain that typing isn't quite as effective with.

And honestly, I would recommend you stay with a single sentence for at least 10 minutes. It's going to be painful. It's going to feel like you're repeating yourself over and over again. That's okay.

Because probably 7 minutes into it when you're like ready to pull your hair out, that's when the really deep stuff is going to come out. Because your unconscious's is like, "Alright, I surrender. Here are my beliefs."





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So then once you've done that process, and you can do, if you're working on money for example, you can do several different sentences. You could do, "People with money are..., My mother thought money was..., My father thought money was or thinks money is..., If I had money, I'd..." Right?

And just do that, and then go back through and look for the themes. What are the recurring themes that keep showing up?

They may be conflicting. In fact, they probably are, because we're complex beings, and we probably have many different beliefs about everything, but most importantly, we have beliefs that we got from our mother, which may be very different than the beliefs we got from our father, and as a result we are some kind of conglomeration of those 2 things very often.

#### *UNCOVER YOUR CHILDHOOD BELIEFS*

#### **Think back on your childhood - what did you learn about creativity / money / success?**

So that's one way -- those themes? Those are your belief. Another way to do this is to think about your childhood experiences in the context of this thing that you're trying to uncover your beliefs about. So what did you learn about, for example, money or, for example, success?

#### **What did your parents say? do? What was their relationship to their own success, money and creativity?**

What did your parents say or do? What was their relationship to those things? What are your earliest memories in...with regards to this issue that you're trying to unearth your beliefs about?

#### **Same questions for Teachers? Peers? TV? Books? Fairy tales and stories?**

So that would be a second process you could do. It's really just write like what are your earliest beliefs? What are your memories of what other people in your young childhood said? Because from the age of zero to seven, we are like sponges, and we soak up everybody else's beliefs about our world. We just soak them up.

#### *LISTEN FOR PROVERBS, SAYINGS, CLICHÉS THAT YOU USE FREQUENTLY IN YOUR LANGUAGE AND IN THE LANGUAGE OF THE PEOPLE AROUND YOU.*

A third thing you can do is to listen for your own language and the language of the people around you. Listen to the proverbs, the sayings, the clichés. Money doesn't grow on trees, you know. The rich get richer and the poor get poorer, whatever.



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Doesn't really matter what they are, but just listen for them, because very often they become cliché, because they're beliefs held by a lot of people. So that's another way to look at it.

*LOOK AT THE PEOPLE AROUND YOU – WE ATTRACT INTO OUR LIVES PEOPLE WHO HAVE SIMILAR BELIEFS AS WE DO.*

Listen for how your friends talk about things, because we tend to attract people whose belief systems resonate with our own.

Because hanging with people who have really, really different belief systems is uncomfortable. Instead of resonating in harmony, it's like dissonance. You know, it vibrates in a different level, and it can be uncomfortable.

So a really good thing to do to know what your beliefs are is to look at the people you're friends with. Look at the people around you.

*LOOK AT YOUR EXPERIENCES FOR THE BELIEFS THAT ARE OPERATING BEHIND THE SCENES*  
And finally, look at your experiences for the beliefs that are operating behind the scenes. So let's say you've had something come up. You've had a negative experience in the last few weeks.

#### **Have student identify a “negative” experience**

*Ask yourself, what meaning do you attach to that experience*

Look at that experience and ask yourself what meaning have you attached to that experience? What did you decide that thing meant?

*Notice how that meaning is affecting your behavior*

How are you behaving as a result of that thing?

*Notice how that meaning is affecting your thinking -- what are you expecting?*

*What are you assuming?*

And what are you expecting? What are you assuming? What are you thinking about things as a result of that experience?

See the thing is, it's not that that experience caused those things, those assumptions. It's that that experience vibrated or resonated those beliefs that already existed within you. It's rare for a single experience to create new beliefs in us unless it's significantly traumatic.

More likely an experience will just vibrate belief that already exist, which is why you can have two witnesses to something, and they will have completely different stories to tell,



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because they're looking at that experience through the filters of their own unique beliefs.

*Identify the principle around this – (ex: “If one person says no to me, they all will” or “This is proof that I’ll never be successful”)*

And finally, identify the principle around this. So if you're looking at the experience, let's say you went out for a gig, and you were told no gig or a job or whatever, and you were told no, and you're feeling really angry and sad and hurt as a result of this.

And you've just wanted to stay home and eat ice cream, and you haven't gone out for a single gig since then. You want to be asking yourself, "Well, what am I believing about this experience that's having me feel and behave this way?"

So perhaps you've decided that if this person says, “No,” to me, they all will or this is proof that I'll never be successful. Right? So that's actually the principle. That's the bigger belief, which is that you'll never be successful or people will always say, “No,” to you. Right? That's the deeper belief. It's not about this individual experience. It's the way you've extrapolated it to the entire universe.

IN PAIRS - HAVE EACH PERSON IDENTIFY ONE OR MORE FUNDAMENTAL BELIEFS THAT AREN'T SERVING THEM, ESP. ONES THEY HAVEN'T SEEN BEFORE

## CREATING NEW BELIEFS

Okay, now I want to talk about creating new beliefs. So we've identified what our beliefs are. We've looked at them and decided which ones we want to keep and which ones we'd like to exchange for new beliefs.

So first of all, you want to pick beliefs that are going to be positive in that they are bringing you towards the life of your dream. They're drawing you forward towards what you want to create.

I'm going to talk in a moment about how to know whether or not a belief is going to do that for you, but before I do that, I want to talk about negations, because very often we do this.

We look at a belief we don't want to have, and so we negate it. So if I believe that people will hate me, then the belief that I'm going to create is that people won't hate me. Well, here's the problem with how your brain functions.



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Your brain actually does not process negative commands. So for example, if I say to you, "Don't think about blue trees," what's the first thing you think about? Blue trees! You have to actually think about blue trees in order to process the information in the sentence.

If I say to you, "Don't think about debt, because you'll just create more debt." What are you going to think about? Debt! So instead if I say, "Think about money flowing in easily," that immediately shifts your focus.

So you always want to state terms -- state in terms of active and positive, instead of inactive or negative, not because they're bad, but because your brain doesn't process them well.

**YOU KNOW YOU'RE EMBRACING AN EMPOWERING BELIEF WHEN...**

*YOU FEEL POSITIVE, FEEL GOOD, JOYFUL, INSPIRED, EXCITED, SUPPORTIVE. IT MAY FEEL A LITTLE SCARY - THAT'S OKAY - GOOD, EVEN!*

So, you know you're embracing and empowering beliefs when you feel good. Yeah, baby! You feel positive! Joyful, inspired, excited, supportive. You might even feel a little scary, but it's a good scary. It's an excited scary. It's a "Wooh!" Your blood is pumping, and maybe the hairs on the back of your neck are sticking up a little bit, and it's just energizing.

*YOU NOTICE YOURSELF USING "POWER WORDS"*

You know you're embracing empowering beliefs when you notice yourself using power words, strong words, assertive language, and active tense instead of passive tense. Things are no longer happening to you. You're going out there and creating things.

*YOU ARE COMPELLED INTO ACTION – YOU ALMOST CAN'T HELP YOURSELF BUT JUMP INTO ACTION*

You know you're embracing an empowering belief when you are compelled into action you almost cannot help yourself from jumping into action.

*YOU HAVE EASILY MAINTAINED MOMENTUM*

You have easily maintained momentum. You just keep going.

*YOU BEGIN TO EXPERIENCE SERENDIPITIES, COINCIDENCES AND OPPORTUNITIES*

You begin to experience serendipities, coincidences, and opportunities everywhere you look, because again, change your beliefs, you change your filters. And so all of



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these things that you didn't --- all those Cooper Minis that you didn't see before are now all around you.

##### *THE SILVER LININGS ON WHAT USED TO BE GRAY CLOUDS BECOME BLINDINGLY OBVIOUS*

The silver linings on what used to be gray clouds becomes blindingly obvious. See, it's not that bad things will never happen to you again. Trust me. Printers break, right? People say, "No," to you when it comes to getting gigs. Stuff like that happens, but the silver lining on it becomes more obvious.

##### *YOU MOVE THROUGH FEELINGS OF SADNESS AND LOSS MUCH MORE QUICKLY*

You find yourself able to move through feelings of sadness and loss more quickly. And again, it's not that you never experience loss. You know, this is life. People die. We lose gains. Things don't happen the way we want them to happen. You know, tragedies and natural disasters happen. That's life, baby.

But you're embracing positive beliefs when you can look at those things and just move through the sadness. Yes, it's sad, but it doesn't mean my life is over. It doesn't mean I can't have what I want. It just is what it is.

##### *FEAR SHIFTS INTO EXCITEMENT*

Very often your fear begins to shift into excitement. It's not that you never feel fear anymore. It's that when you feel fear you get excited, because you know that thing has lots of possibilities and opportunities. That thing that you're afraid of is a growth opportunity, and so you get excited.

##### *THE WORLD AROUND YOU SEEMS TO SHIFT INTO ALIGNMENT WITH YOU, LIKE A ROW OF DOMINOS, THE OBSTACLES TUMBLE OUT OF THE WAY*

The world around you seems to shift into alignment with you like a row of dominoes. Obstacles just tumble out of the way, and you become incredibly creative in your ability to overcome those obstacles.

##### *YOU BECOME INCREDIBLY CREATIVE IN YOUR ABILITY TO OVERCOME OBSTACLES THAT WOULD HAVE STOPPED YOU DEAD IN THE PAST*

Obstacles that would have stopped you dead in the past, because you have different beliefs about what those obstacles mean.

##### *TRICKS TO CREATING POSITIVE BELIEFS THAT REALLY WORK*

So I want to talk about tricks to creating positive beliefs that really work. My NLP teacher actually says that affirmations are beating the unconscious into submission, and so I'm somewhat careful around recommending affirmations, but I think really the reason



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affirmations take a long time to work are because people choose the wrong affirmations.

*CREATING A BELIEF THAT IS IN DIRECT OPPOSITION TO THE NEGATIVE BELIEF USUALLY DOESN'T WORK – YOU JUST DON'T BELIEVE IT.*

They choose affirmations in direct opposition to their belief. So I can't be successful because I am successful. Well, there's a part of your brain that saying, "Duh?! No you're not," and what you resist persists. What you push against, pushes against you in equal force.

#### **Exception – working via NLP and Hypnosis**

And so I recommend unless you're using NLP and hypnosis, that you don't come right up in direct opposition to the belief you want to shift. That instead, you become a bit more Tai Chi about it. That instead of resisting its momentum, you allow it to carry its momentum past you.

*COME FROM A DIFFERENT ANGLE*

#### **Disempowering belief – I'll never be successful with my art**

#### **Saying "I am successful" generally doesn't work, right?**

So instead of, "I can't be successful," it's, "I'm learning how to be successful. Every day I'm a little more successful than I was yesterday. Each baby step I take takes me closer to my success."

You see, each of these beliefs are shifting in energy, but they're not in direct opposition. Okay? So you want to be a little crafty.

#### **Highway metaphor**

In *Ask and It is Given*, which is a fabulous book by Jerry and Esther Hicks, Abraham, who is the entity and that's a whole other conversation, talks about -- it's like if you're shifting lanes, if you're on the mad highway, the 6 lanes, 405 of life, and you're in the right lane going 15 miles an hour, and you can look over at the far left lane, and it's going 75 miles an hour.

If you were to take your car going 15 miles an hour and plug it into the lane of going 75 miles an hour, you'd get cranked. You've got to move over one lane at a time, slowly increasing your speed, so that you slowly shift into the vibration of that new belief. Okay?



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*HOW ABOUT –*

**I am doing what I need to do to be successful.**

**These are the areas or ways in which I am currently successful – the fact of my success here, means that I have the capacity to be successful with my art**

**I have what it takes to be successful**

**I am choosing today what will create success tomorrow.**

**DEBRA'S EXAMPLE – I DIDN'T BELIEVE THAT I COULD CREATE NEW HABITS**

For example, I --- There's a long time that I didn't believe that I could actually create new habits. And this is a belief that I really struggled with for a big portion of my life. You know, I would start a new habit. I'd get excited and inspired, and in a week later, I would be just back to the old habit.

*CHOSE THE BELIEF: I HAVE THE OPPORTUNITY TODAY TO LIVE MY LIFE HOW I WANT MY LIFE TO BE – IN BALANCE AND WITH CONSISTENCY*

So I started working on the following belief: I have the opportunity today to live my life how I want my life to be in balance and with consistency. And I used to say that. That was my morning context.

Every morning I said it out loud three times with conviction. I have the opportunity today to live my life how I want my life to be in balance and with consistency. I also like it because it rhymes.

*AND CHOSE IT AGAIN, AND AGAIN AND AGAIN*

And I kept throughout the day coming back to that statement over and over again and every day stating it. And I had it posted in a really obvious place, but every time my eye caught it I would stop and say it out loud.

See because what happens with affirmations that you put up on your walls and your mirrors, again, they just become wallpaper and you stop seeing them. So every time you notice one you need to stop and say it out loud.

And that's how I shifted that. I've created a lot of new habits, and some of them I'm still working on, but I have the opportunity today to live my life how I want my life to be in balance and with consistency.





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*THE ONLY WAY YOU CREATE A NEW HABIT IS BY CHOOSING IT AGAIN AND AGAIN UNTIL IT BECOMES ASSUMED.*

#### TRANSFORM ONE PERSON'S BELIEF

## PRACTICE, PRACTICE, PRACTICE

So, alright I'm going to go through this last bit really, really fast, because then I want to do a little bit of a guided meditation for you guys. So finally once you've chosen to create new beliefs and you've chosen which beliefs you want to create, then the key to this is to practice, practice, practice.

#### TRANSFORMING YOUR LANGUAGE

*WHENEVER YOU NOTICE YOURSELF SAYING SOMETHING THAT EMBODIES YOUR OLD BELIEF (I'M TERRIBLE AT MARKETING), IMMEDIATELY SAY YOUR NEW BELIEF (I'M DEVELOPING MY MARKETING SKILLS AND I BECOME BETTER EVERY DAY)*

First piece of that is to transform your language. Whenever you notice yourself saying something that embodies the old belief, you know, "I'm terrible with new habits. I always backslide," immediately say your new belief.

"No, I have the opportunity today to live my life how I wanted to be in balance and consistency." Immediately say it. Don't make yourself wrong for having thought the old belief.

See, the thing is we don't actually eliminate old beliefs per say. We just take the energy out of them. It's like you deflate one balloon, and you inflate a new balloon. You know, it's like you create a new pathway in your brain, and the more you go down that pathway, the more easier it is to go down that pathway.

#### AFFIRMATIONS / AFFORMATIONS (= AFFIRMATIONS IN THE FORM OF A QUESTION)

#### "BATHROOM BUMPER STICKERS"

The old pathway doesn't disappear. It just gets overgrown. I talked about affirmations and affirmations. Afformations by the way are affirmations in the form of a question, like, "What is my opportunity to day?" Right? Instead of, "I have the opportunity today."

And you can post them, but again if you post them around your room, your bathroom, your refrigerator, whatever, whenever you notice it stop, say it out loud with energy.





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#### WIN LOG OR GRATITUDE JOURNAL,

One of my favorite things to do is to do an evening log or journal where you find 5 pieces of evidence from that day.

So let's say you want to create a belief in your own ability to win or your own success, and then every night before you go to bed, find 5 ways in which you were successful today, and they don't have to be big, you know, but find 5 ways in which you are successful today.

Or find 5 things that you're grateful for today. Because remember what you focus on expands. So focus on what you're grateful for, you'll get more of it.

#### SURROUND YOURSELF WITH PEOPLE WHO SUBSCRIBE TO THE NEW BELIEF

Surround yourself with people who subscribe to the new belief. This is by far the most challenging part of building new beliefs, because the people you have attracted up to this point resonated with your old beliefs.

#### *MOST CHALLENGING PARTS OF BUILDING YOUR NEW BELIEFS.*

And you may find people dropping off as you --- out of your life as you create new beliefs.

*YOU HAVE TWO CHOICES – YOU CAN CONFRONT THEM AND CHALLENGE THEM TO PLAY WITH YOU IN CREATING NEW BELIEFS OR YOU CAN SEVERELY LIMIT YOUR EXPOSURE TO THEM AND SEEK OUT PEOPLE WHO ALREADY EMBODY YOUR NEW BELIEFS.*

So you have 2 choices: when someone in your life speaks an old belief, you can confront them and challenge them to play with you in creating this new belief, or you can just severely limit your exposure to them and begin to seek out people who already embody these new beliefs.

#### EVIDENCE JOURNAL (EVIDENCE SUPPORTING YOUR NEW BELIEFS)

A big thing I love to do is an evidence journal. In other words, what are --- I think I mentioned this. What are the different proofs of this new belief and/or counter examples to your old broken beliefs?



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*LIST EXAMPLES OF YOUR NEW BELIEF IN ACTION - EXAMPLES INVOLVING OTHER PEOPLE, EXAMPLES IN YOUR OWN LIFE, ETC.*

#### *COUNTEREXAMPLES TO YOUR BROKEN BELIEF (EX: STORY OF RUNNING A WORKSHOP AND PERSON W/MIGRAINE)*

For example, I was leading a workshop at the Taxi Road Rally, and there was someone in -- she was maybe in the 6th row, and the entire time her brow was creased. Her eyebrows were furrowed. She just looked miserable, and I'm thinking to myself in the old belief, "Oh my God! You know, she hates me. I'm really sucking today. This class is not going well."

I found out later that she had a migraine, and in fact, she came up to me later in the conference and thanked me for the class, told me how much she'd gotten out of it, and she apologized for not necessarily being as focused as she would have liked to be, because she'd had a migraine.

And I was like, "Wow! That is evidence of my new belief," right? Because here's someone who got great value, even though it didn't look like they were getting great value, and then practice interpreting your life through the new belief.

#### PRACTICE INTERPRETING LIFE THROUGH YOUR NEW BELIEF

#### *A BOOKER SAYS NO TO YOU – WHAT COULD THAT MEAN?*

#### **That isn't the right venue for you.**

So let's say you get told no on a gig. A booker says, "No," to you and what could that mean. Instead of "You can't be successful" or "People will never say yes to you," it could mean that that venue is not the right venue for you.

#### **You aren't ready for that venue yet, but you know how to develop yourself and your audience**

It could mean that you aren't ready for that venue yet, even though it might be the right genre for you. You need to learn how to develop yourself in your audience more to be ready for that opportunity.



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### **That venue said no in order to open the door to a much more appropriate opportunity that will lead you to your dreams.**

Or maybe that venue said “No,” in order to open the door to a much more appropriate opportunity, but you just haven’t seen it yet, you know. You’re not getting that gig because you’re going to find a better gig for that time slot.

So just practice interpreting through new -- your new beliefs. Okay, guys, if you have questions, I will take one or two quick questions now, and then I’m going to do a little process with you. So hit star 6 if you have questions. Giving you 2 more seconds to hit star 6 if you have questions. Okay.

Man: Can you hear me?

Debra: Yeah, I can now.

Man: Sorry about that. It took me a second there. I love, love Jerry and Esther Hicks. That’s great stuff, and I just was thrilled when you brought them up. I’ve read the book, *Ask and It Is Given*. Are there other books you could recommend along that line as well or...?

Debra: You know, *The Law of Attraction* is a great book. I really --- If you’re into like how the brain works and emotional intelligence, the book, *Emotional Intelligence* by Daniel Goleman, is also a really good book. Anything by Martin Seligman, who talks a lot about the science of being happy, is you know, really good stuff.

Man: Okay, thank you.

Debra: You’re welcome. Any other questions? Okay, good. So go ahead and do star 6 to mute yourself again.

### **WITH A PARTNER - PICK A (NEW) BELIEF AND CREATE A PRACTICE YOU’LL DO TO STRENGTHEN IT (BRAINSTORM WITH THEM)**

So this next piece, if you’re driving when you’re listening to this recording, please don’t listen to this part of it while you’re driving, because you might hit a tree and that would be bad.

So this is a bit of a guided meditation. So wherever you are, get yourself into a place where you can be uninterrupted. Turn off your phone. Get into a really relaxed comfortable position. Not necessarily lying down, but a position where your head is



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supported behind you, and close your eyes. Feet flat on the floor. Everything uncrossed, so your arms are relaxed and easy at your sides, and both feet are flat on the floor.

## PITCH

Now, think of a belief that you know you have that isn't working for you. And as you think of that belief, do you have a picture? Do you have a picture of that belief? Yes, you do. How do you know it's time to believe that belief? What are the things in your world that remind you of that belief? And as you're thinking of that belief now, grab a picture of it.

Great. Now open your eyes. Now think of the new belief you want to create. The belief that will move you towards the life of your dream. The belief that has you feeling powerful and confident in your life. And close your eyes, and if you held that belief, how would you be behaving? What actions would you take? Who would you be talking to, and how would you be talking to them? How would you like to act as a result of that belief?

And when you think of that new behavior, that new belief, do you have a picture? Good. Now hold that picture in front of your eyes - mind's eye, and I want you to just adjust some of the qualities of this new picture now.

Go ahead and step into it, so that you are looking at this new reality through your own eyes. If what you're seeing is black and white, make it color. Make it Technicolor, vibrant, beautiful, luscious colors. Turn the brightness up, so it is at its most compelling. It's most realistic for you.

Notice as you're looking around at these circumstances through your own eyes, notice what you hear. What are the sounds around you? What are people saying to you? What are you hearing? Turn the volume up and hone the sounds, so they are beautiful and luscious.

And notice how your body feels in this new reality. What are the sensations that you're feeling? What are the clothes you're wearing? How did they feel on your body? How does the...your hair feel? Is there wind? What are the sensations on your skin? What are you smelling?

What are you tasting? And double the intensity of those feelings now, so that you are seeing the most vibrant, hearing the most beautiful sounds, and feeling incredibly confident and excited and empowered in your body now.



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Okay, now that you've got this amazing image, step out of the image, so that you are still seeing it, but you actually see your body, your ideal you in this picture, and it's as if you are holding this picture in your hands.

Great! Now open your eyes. Okay, I'm going to explain this next part, and then you're going to do it. So close your eyes again, and take that picture of that old belief, that old you and put it back on the screen of your mind, and make sure that you are seeing those images through your eyes.

So that you're inside that old belief, that old picture and seeing through your own eyes, and now as you look at that picture in the center of your mind, imagine the new picture, the ideal you, appearing small and dark on the lower left hand corner of the screen of your mind.

So you've got the old belief straight in front of you, and you're seeing it through your own eyes, but down there in the corner, just out of reach, there's the new image of you, small and dark at the bottom left.

Now in a moment, not yet, but in a moment, I'm going to have you replace the old picture with the picture of your new behavior, the new ideal you, not yet, but in a moment.

And when you do, you'll have the new picture explode big, bright, and vivid on the screen of your mind in place of the other, while the old picture will stay and shrink down to that lower left hand corner.

So not yet, but when I say, "Whoosh," you're going to have the new picture that is down at the bottom left explode big and bright. Now do that quickly. Ready? Whoosshh! New picture exploding big and bright across the screen of your mind as the old picture shrinks down to the bottom left.

Good! Open your eyes. Close your eyes. Again, old picture in front of you, new picture at the bottom left. And Whoosh! Exploding big and bright and beautiful and confident and exciting across the screen of your mind as the old picture shrinks down to the bottom.

Open your eyes. Close your eyes. Old picture in front of you, new picture bottom left. Whoosshh! Open your eyes. Close your eyes. Old picture in front of you, new picture bottom left. Whosshh!

Open your eyes. Close your eyes. Old picture in front of you, new picture bottom left. Whoossh! Open your eyes. Close your eyes. Whoosh! Open your eyes. Close your eyes.



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Whoosshh! Open your eyes. Close your eyes. Whoosshh! Open your eyes. Close your eyes. Whoosshh! Open your eyes. Close your eyes. Whoosshh!

Open your eyes. Now when you think about the next time you might have had that old belief or that old behavior, what happens now? What do you do? Can you see it? Is it vivid? Excellent.

## QUESTIONS AND HOT SEAT COACHING

Okay, so that's our class for today on Transform Your Beliefs - The Key to Success. The recording of this class, of course, will be up on the website within the next 24 hours, as well as links to the resources that I mentioned, and very good! Go ahead for you guys who are on the call live, hit star 6 please, and come off mute.

Laurie, I hope you're still there. Hit star 6 and come off mute and say, "Hello."

Man: I'm here.

Woman: Hey!

Debra: Hey! Alright, so what key insight or value are you guys taking home from this class?

Man: Well, the most immediate one is not to have my dog around when I'm doing a meditation.

Debra: Haahahaha! You're probably want to re-do it. Hahaha!

Man: Nevertheless, he was, you know, not too much of an interruption, but sniffing in the ear does get a little...I have to say he's a puppy, so...

Debra: Aw...

Man: But what a powerful visualization though. What a powerful visualization, and you know, I saw immediately the difference in the actions that I would take from being the, you know, inhabiting the beliefs that I've been carrying around with me lately.

Debra: Those old beliefs. You don't believe those anymore.

Man: Yeah, exactly. Yes, I was trying to be careful, you know.

Debra: Those old stinking beliefs, yes.



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### Track 2: Believe & Receive: Confidence, Perseverance

#### Courage & the Law of Attraction

#### Transform Your Belief – The Key to Success

Man: Yeah, exactly.

Debra: Good! And you know what's great about having this on a recording is that you can then re-run that process as many times as you want for as many different beliefs as you want.

Guy: Totally! And I love that.

Debra: And you can also exchange beliefs and behaviors, so if there's a habit that you want to eliminate or there's...you know what I mean? Or a new habit that you want to create, you can use it for that as well.

Guy: Absolutely!

Debra: Cool! What about you, Laurie?

Laurie: I really enjoyed it. I've never experienced anything quite like that, and I loved it. I'm very energized right now. It's better than drugs. Just kidding!

Debra: It is actually.

Laurie: It was -- that was phenomenal, and I'm going to be chasing down that recording and using it, because it's... I loved it.

Guy 2: Absolutely! So am I.

Debra: Alright! Very good, you guys. Well, thanks for joining me on this call, and as I said the recording will be up, you know, in the next 24 hours, and do check back. We've got two more calls this month. One for the Multiple Streams membership, which Laurie, because we're working together you have access to that stuff, or you can -- and for you, Philip, you can upgrade to that as well at slightly a bit of a discount than if you came in cold.

Phillip: Oh! Wonderful!

Debra: Oh, so that's the call for this month, and I will also be getting up next month's calls shortly now that I'm fully back into this process again. Great! Thanks, you guys!

Callers: Welcome! Thank you so much Debra!

Debra: Bye!