



## The Women Masters Interview with Chellie Campbell

AMY: Welcome one and all to the Women Masters Teleseminar Series expert call with Chellie Campbell. I hope that you are ready to get inspired. My name is Amy Ahlers and I'm the creator of the Women Masters Teleseminar Series. I'm also the CEO of Wake Up Call Coaching. My vision for this series is to allow people from all over the world access to the most respected women experts of our time, so they can get inspired and get motivated, and I hope that everyone on today's call will allow this call to be a wake up call, that you can step into your power and your genius, and so that you can create more abundance in all areas of your life, and in my life, and I'm so excited to welcome to our call Chellie Campbell.

Let me tell you guys a little bit about her before we start talking with her. She is the creator of the popular Financial Stress Reduction Workshop. I mean, hello, is everyone on this call, are you ready to enroll in that? I know I am. She's actually licensed coaches throughout the country in the Financial Stress Reduction Workshop methodology. She is the author of The Wealthy Spirit and Zero to Zillionaire. She is one of Marci Shimoff's happy 100. Marci was our expert last week, so if you didn't check out that call, make sure to get online and get onto that recording. Chellie is also featured in New York Times best selling author James Arthur Ray's book Harmonic Wealth; she's quoted as a financial guru. She has contributed stories to Jack Canfield's recent books—you've got to read this book—in life lessons, from Chicken Soup for the Soul. She is prominently quoted as a financial expert in the media and more than 40 popular books. I am delighted and thrilled to welcome you, Chellie, onto the Women Masters call today to talk to us about money mastering in turbulent times. Welcome—yay!

CHELLIE: Thank you so much. I'm delighted to be here. I just want this call to be in service to everyone, so that everybody can get lightened up, do stuff and start believing in our prosperity again because we're turning the corner now.

AMY: Yes, great; turning the corner now. Everybody on this call today—what a great affirmation to start practicing. We're turning the corner now; fantastic. I want to dive right in, Chellie, with one of these tough questions for everyone on the call to hear, and I really want them to learn from you what the telltale signs are that you're in trouble with money management.

CHELLIE: Well I think everybody's having those telltale signs right about now—not enough income, too much debt, feeling like they never get ahead, that there's always another thing that they buy that locks them into a budget that maybe they have trouble reaching. When you're lying awake nights wondering if you're going to be able to pay your mortgage or if you should buy a house, or if you should rent, or if you should have a 401(k) or a SEP-IRA, or any kind of retirement plan. Are stocks stupid now? What should we be doing? Anybody that's got any of those kinds of concerns.

AMY: Okay, great.

CHELLIE: Those are telltale signs.



AMY: Yes, I'm sure that probably almost everybody on the call is feeling some of that, is feeling that anxiety, even if you're one of the people on the call that perhaps aren't worried about where your mortgage, your rent payment is going to come from, but you're asking those questions—should I be selling stock? Should I be buying stock? Should I be buying a house? Should I be selling my house? All those questions, so tell us a little bit about what you are recommending people do right now.

CHELLIE: It depends on whether you're an employee person or a business owner person. What you're being told mostly in the news now by all of the financial advisors out there, are things like don't spend any money and pay off all your debt, and all of that is really great if you're an employee person with a fixed income, a salary of some sort. But if you're a business owner the advice is totally different. I don't care if you go into debt right now if you're a business owner; that's sometimes what you do because business owners' income is erratic. There are times when you make huge sales and everything's going great, and that's when you save so money, so that you can withdraw from that savings when things get a little dicey out there, when the cash flow isn't as great as it once was. The big secret to being not stressed financially is to not live in fear, to always be thinking positive—and I'd like to share with everybody some of those positive thoughts that really produce money in your life—and then to always be proactive. What's another service? What's another product? What's another thing I have to offer people and how do I grow and prosper, even in a down economy. It is totally possible to do it, you just have to make sure that you don't get sucked into all that negative stuff out there. I would suggest stop watching the news.

AMY: Okay, great.

CHELLIE: Except for Brian Williams on channel four just started doing positive things the last five minutes of his news broadcast because he got so sick of delivering negative news. He said, I know there's some good things going out there, there's some people that are doing random acts of kindness and I'd like to hear from you, and he gave his email address. Thousands of people wrote in and now he's making that the last five minutes of his nightly news broadcast. That's what we need to be watching.

AMY: Okay, great; what a great tip. You mentioned the difference, and I definitely want to come back to the positive thoughts that you mentioned, but before we go there you mentioned the difference between salaried employees and business owners, and you touched a little bit on business owners, that you feel like it's okay for them to take on a little debt right now so that they can make more money. What about salaried employees? What are the traps that they fall into that keeps them from making more money, and what are you recommending for them?

CHELLIE: My recommendation for every salaried employee person is to act like they're a business owner, to really look at the business they're working in from the owner's perspective. What is important for your business to get ahead and to make money, and to be saved in this down economy? What do they need to do differently? Be proactive, start being a voice, start having ideas, be creative. Go to the boss and say, hey, why don't we offer this, or why don't we offer that. You don't have to wait for the salespeople or the marketing people to be doing



that. Be one of those people. If you're one of those people they even call them, they even have a term for them, called interpreneur, where within a corporation you're acting like an entrepreneur, creating a new product or being of service in some way. When you become one of those hyperactive people that is always on the forefront of being creative and not being a just-wait-until-they-tell-me-what-to-do-and-then-I'll-do-it nine to fiver. Then you're going to be the last let go of in any business. You will absolutely insure your job security that way.

AMY: I love it. Everybody on this call that's a salaried employee, start getting into the mindset of the person that owns your business. So smart and I really hear you asking people to step up into innovation for their business, whether they own their business or whether they're a salaried employee; get into that innovation.

CHELLIE: Yes and let me tell you even if you're laid off, it's not where you're laid off from, it's where you're laid off to, and I'll tell you a personal story. My brother-in-law recently was laid off from his job. He's a manager at a gymnastics academy and he was laid off. Well here it is, three weeks later and he had a part time position last week and he just got offered a full time position this week at a better academy, with more network and more high profile people in it, and he's singing the happy dance, he's doing the happy dance and singing the happy song because he's gotten something better in just three weeks. The first person he called when he was laid off was me. Before he called my sister, his wife, he called me because he's taken my workshop a couple of times and he really needed to stay focused on the good news and the possibility and the positive. I just was thrilled with that news that I go last night.

AMY: That's wonderful. What a great lesson. Let's run that scenario. Let's say that someone on this call recently got laid off and they called you for some of those positive thoughts that you've mentioned a couple of times. Tell us what you would be feeding and nurturing in that person.

CHELLIE: Okay well the first thing is I think most people are aware of the Law of Attraction and the Abraham-Hicks statement that you can't achieve the wanted by focusing on the unwanted. Every moment you spend in fear or disaster scenarios, or oh my god, what am I going to do, you are feeding the unwanted picture. That's what you are drawing to you, so you have to double up on your affirmations. Doing positive affirmations is so important. It is creating your reality today and tomorrow and next week and next year right now, by what you focus on, and it isn't just magic words. It's getting that emotion and that excitement and that build that says I can do it and it's not where I'm going from; this is a new opportunity to be better, richer, happier, more productive, and reach more people, and help more people. Now you're looking for the new opportunity and what you have to say to yourself are things like, people love to give me money.

AMY: That's one of my favorite affirmations from your book The Wealthy Spirit: people love to give me money.

CHELLIE: Saying that and watching the money show up is unreal what happens. People love to give me money; I'm now earning a great big income doing what makes me happy; all my bills are



- paid up and out, and I still have all this money. Look at the positive. Look at that you still have money in the bank; look at that you still have your creative ability to create more money, and look for ways to do that. I also have, for those people that have a little skepticism in their brain, I say—this is one of my favorite affirmations; people always laugh and resonate to this—my affirmations work for me whether I believe they will or not.
- AMY: Great. My affirmations work for me whether I believe they will or not. Write that down, everybody on this call, and then start making a list of those affirmations. Fantastic and you know, the thing I always like to say about affirmations is that you've tried not doing them, why not try doing them? Just see what a difference it makes in your life. You can ditch it after 30 days if you don't think it's making any difference but you and I both know, Chellie, that it will make a difference.
- CHELLIE: Well that's what I've always told people in my workshops. I started teaching the Financial Stress Reduction Workshop, an eight week program, I started teaching it in 1990 and I would have people in week one telling me affirmations. In week two I'd say, so everybody doing affirmations, and sometimes I'd have somebody say no, I'm not doing them, it feels silly and it feels like woo-woo stuff, and it isn't going to work. I go, well you've been *not* doing them for all these many years that you've been alive, why not try them just for these eight weeks and see what happens? Actually I'll tell you a funny story. When I first was talking to the editor at Source Books, who published my book, The Wealthy Spirit. My agent says call her and talk, and she has some ideas that maybe the book should be changed a little bit, so I had this conversation with her. I said, so what do you think should be changed and she said well first of all, all the affirmations have to come out.
- AMY: Oh, it's just that little thing, which is like the core of the book!
- CHELLIE: I know, so I'm going oh, this woman isn't publishing my book, but I just got challenged about it at this point and so I issued her a challenge. I said, oh yeah, so why do you think that? She goes, well Chellie, there's 97 affirmation books out there. I can't go to my 40 sales people and say we're doing yet another affirmation book. I said oh, so you think everybody knows this already. She goes, yeah. I said, well let me ask you a question. She said, what? I said, are you doing them? She goes, uhhh . . . I said, positive affirmations about money, specifically, every day; are you doing them? She says, well no, I'm not. I said, and that is my point exactly; everybody knows about it, nobody's doing it. The internet has exploded information. Everybody's got all the information about how to be successful. It's out there in every self help book, it's all over the web, it's in everybody's newsletter, so why isn't everybody rich? It's because they're not applying it. The secret is not information; it's implementation.
- AMY: Right.
- CHELLIE: I can't stress that enough. It's about implementation but you can't sit alone and implement because you don't know which is the thing and how it works for you, and you have all of these questions. Plus you've got a habit set up of doing what you already do, and it's always hard to change a habit; it takes 21 days. What I told Deb was, I'm doing to give you a list of



fourteen affirmations and I'll give them to you and you start doing them, and let me know in three weeks what happens. I said, and to not do it is to have contempt prior to investigation—oh, I nailed her with that one.

AMY: Contempt prior to investigation; interesting.

CHELLIE: Yes. That's one of the phrases I got from Alcoholic Anonymous, by the way, twelve step program. They're really rigid about this stuff. They go, yeah, yeah, it doesn't work—yeah, try it and see. She did; she said okay, I'll do it. Three weeks later she calls me. She goes, Chellie, I can't believe what's happening to me. I'm getting money out of the air. I'm getting checks in the mail; I don't know what they're for. People are paying me back loans I forgot they owed me. I'm getting a bonus at work; I've never gotten a bonus here before in my life. I said, so yeah, can the affirmations stay in the book then? She goes, yeah!

AMY: That's so great.

CHELLIE: Let me just tell everybody, get those affirmations and start doing them. Now they're out there; there's all kinds of them. My book The Wealthy Spirit is a page-a-day for every day of the year, 365, and there's a different affirmation on every page. For everybody listening in you can go to my website. Thirty days to a wealthy spirit—you'll get each page of the book for 30 days with a different affirmation on it. You'll get one as a daily inspirational email every day, and that's absolutely free. You don't have to do anything. If you like them you can email me, [Chellie@Chellie.com](mailto:Chellie@Chellie.com) and I'll send you all 365.

AMY: Oh my gosh, what a gift, so everybody on this call, please do sign up for that because I'm telling you, the book is incredible. I've read it; it is wonderful, it is life changing, it is income changing. Chellie's website is Chellie.com and in the upper right hand corner you'll see the place for you to plug in your email address so that you'll get one of those for 30 days and she's even offering, just for the people that are on this call or listening to the recording, you can actually email her personally and get all 365 days, so basically you're getting her book for free. Please take advantage of that offer. Thank you so much for that generosity.

CHELLIE: You're welcome. It's going to help me if everybody out there is richer, isn't it? It's going to help you, it's going to help everybody. Then people start spending money again because they have money.

AMY: That's great; that's great. We've talked about the positive affirmations and some of these really powerful affirmations. What are the negative ideas that people have about money, and how do they get them?

CHELLIE: I'll just ask everybody right now to just think in your mind what the things were that you heard growing up about money. Did your parents fight about money? What did they tell you when you asked them to borrow \$40?

AMY: Yes, money doesn't grow on trees.



CHELLIE: Yes, what were the old clichés you heard? Dad would say, what, do you think I'm made of money? Really the truth is we're all doing affirmations all day, every day. The average person has 60,000 thoughts every day and the studies they've done with neurolinguistic programming show that 80% of those thoughts are negative and 95% of the thoughts are the same thoughts you had yesterday; not a whole lot of new stuff going on there, okay, so it's going to feel weird in the beginning because you're used to doing more negative affirmations than positive ones. The more you feel weird about saying an affirmation, the more you can know that you have been married to a negative affirmation about that subject.

AMY: Great.

CHELLIE: That's how you tell.

AMY: Yes, that's really great. So we want some affirmations that feel like a wake up call, so to speak. We really want those affirmations, yes.

CHELLIE: Especially with women. You started in the call, you said you know, women have trouble receiving and they do, especially money. The reason is this: because women genetically have to be able to nurture children and put their children first, so women have a natural proclivity to putting others first and we love to be of service, and we love to help, and we love to hear somebody say thank you so much, you really helped me. We'll do that and not ask to be rewarded for it by getting money, or if we do ask for some money, we ask for the least amount we can possibly ask for and still live, so women aren't getting as rich as they ought to be.

AMY: Got it.

CHELLIE: It's very interesting. Men do big conferences and they pay all their speakers. Women do conferences and ask for everybody to volunteer, you see.

AMY: Very interesting.

CHELLIE: Yes; it's really true. I read that David Bach, who wrote a number of really great financial books, when he started out as a speaker wanting to help women with money, he was warned by Dottie Walters, who wrote the book Speak and Grow Rich, that women didn't pay, so he was going to have trouble. Yes, very eye opening, so what he did was he got sponsors so he could go speak to women anyway, and the sponsors paid his fee.

AMY: Isn't that interesting?

CHELLIE: Yes it is, isn't it?

AMY: It sounds like there's a sense of women having trouble receiving money, getting paid what they're worth, and then also having trouble spending money on themselves.



CHELLIE: Right, and they also have, because they're not asking for money and they're doing volunteer work, they expect everybody else to do that too. Well then it's no surprise that women aren't rich.

AMY: Right, so all of the women on this call, think of where it is that you're giving for free, that you need to start asking for money.

CHELLIE: Now I'll tell you, I taught this myself. When I first started teaching my workshops I owned a bookkeeping service. I saw first hand; I had thirteen employees, we had hundreds of clients and when you're looking in that many people's check books you know that people are having trouble with money everywhere. I just started my workshops for \$200, that was my first one, and then people doubled their incomes in eight weeks and I said, well I think I should charge more money. I started raising my price every couple of years and then I started raising it every year until the last year I taught the workshops myself, in 2007, I was charging \$2,500. Now let me just share with you that \$2,500, when I priced it at that, people subscribed to it quicker and paid in full faster because there was value. If you go into a furniture store and there's two couches, one costs \$100 and one costs \$1,500, which one do you think is the better couch?

AMY: The \$1,500 one, every time.

CHELLIE: Thank you. People were going, \$2,500, what does she do, and she's getting all these good results, look at all of these testimonials she's got; well it must be worth it. Yes and when it's worth it, and when people had put their money on the line in a big number they do the homework, whereas I used to scholarship people in because they couldn't afford it, and all of that, and those people never did the work because it didn't cost them anything, you see. You kind of have to have skin in the game or you don't do the implementation part and that's the part that produces more money for you.

AMY: Right.

CHELLIE: You see?

AMY: Yes I do and I've experienced that, definitely. As a coach for the last nine years I've experienced that over and over and over again. The more people are paying for my coaching the more they show up for the coaching because money equals commitment.

CHELLIE: Yes, so then I had a woman in my class who designed a six week workshop and she came to me and she said, well I enrolled my workshop and I'm teaching it, but I'm still not making any money. I said, how much are you charging? She said, \$125. I said, well who picked that number? She looked at me and she went, I did. I said, well pick a better number! It's easy but the problem is, if you're broke, everybody you know is broke, too, or if you're middle class but struggling, everybody you know is middle class but struggling, too. When you want to up level to more money, you start to have to charge more money—it's so scary to do it—but then better people show up with more money and now you're on the level you wanted to be at, and then you look, well maybe that will work if I go even higher, and guess what it does. Let



me give a tool to everybody listening on the call, on how to get more money immediately. Let's say you charge \$100 an hour and what you really want to charge is \$200 an hour, but you're afraid of the number because you've been getting \$100, and everybody you know who's paying \$100 is giving you crap about \$100 being a lot of money. That's just how it works.

AMY: Yes.

CHELLIE: Then if you say well, I'm going to go to \$200, I'm going to lose everybody I have. Well you'll get better people plus some of the people will stay at \$200 and think you're more valuable because you've raised your rate, and they don't want to lose you because they like you, and they like what they're getting. They say okay, I'm going to pay you \$200 now. Some people can't afford it and will drop off, but you'll make the same amount of money working half of the hours, and then you get to go out and find more \$200 an hour people. But the way you convince yourself to be able to say \$200, when you've been saying \$100 and getting, maybe, arguments about that being too much money, is you have to trick yourself into being able to say \$200 like it's nothing. What you have to do is take the number you want to charge, \$200, and double that amount to \$400. Now twenty times a day, for at least a week, you have to say, I charge \$400 an hour; I charge \$400 an hour; I charge \$400 an hour. Then after a week when somebody says, how much do you charge, you say, I charge \$200. It sounds like nothing and they, energetically, respond to your saying it like it's nothing—oh, okay—and they pay. You see?

AMY: I love it; I love it. Everybody on this call that is an entrepreneur, a business owner, someone that is charging, we want you to double your rates. We want you to get inspired, and so the way you do it is to actually quadruple your rate in your mind, say it every day, and then when people ask you your rate, go to that double amount. Really excited—oh my gosh, I'm so excited to do this!

CHELLIE: It's really a wonderful tool. I made it up one day when I was teaching class and I had a music composer for movies in the class. One of his goals was to get a new agent. He came in and he said, I got a new agent this week, and everybody went, yay, wonderful, and then he said, but I'm probably never going to work again, now. Wait, wait, wait, I said, what's that about. He said, well she wants to charge . . . I make \$150,000 to score a motion picture. This new agent wants to charge \$200,000 and that's just too much; I'll never work again. I gave him this exercise, you need to say, twenty times a day, I charge \$400,000.

AMY: Right.

CHELLIE: Now first I did a little examination with him. Well, is there anybody who's paid \$200,000 to score a motion picture? Is that reasonable? We talked about John Williams, who gets millions, and all those kinds of people, so I said, it's reasonable to assume that some motion pictures have \$200,000 at least, in their budget? Well yes, yes. Okay well he does the exercise. He says, twenty times a day, I charge \$400,000, and he comes back into class. I said, did you do the exercise? He said, yes I did. I said, so how does \$200,000 sound now? He said, it doesn't sound like enough!



AMY: That's great.

CHELLIE: Isn't that a great story?

AMY: That's a great story.

CHELLIE: So I made that a part of my workshop. I just teach that to everybody now.

AMY: Good; good.

CHELLIE: So this takes all of that pain around the number, because here is the truth; you can write this one down and take it to the bank. If people want what you have they will pay anything to get it and if they don't want what you have, free isn't cheap enough.

AMY: So true.

CHELLIE: It is; it just is. If they really believe that you have the answer to their problem, that you can help them produce the results they want, they will pay. Now not everybody, but you cannot price your services to meet the lowest common denominator, because there are people with no money out there. You have to see how many people can I work with, how much money do I want to work, or how much money to I want to make, how many hours do I want to work, and then do the math, and that's how much you have to charge.

AMY: Great. I know that we've been talking about perspective and I'm wondering if we can shift gears a little bit and go over to some budgeting questions.

CHELLIE: That's where my mind was going next, too; that's great.

AMY: Perfect; great, yes, because I know that people often have trouble with budgeting and I know this is part of what you teach in the Financial Stress Reduction Workshop, so tell us a little bit about how you help people budget.

CHELLIE: Okay, well here is another key factor of implementation. Everybody knows about budgeting but nobody's doing it and the reason is: how many people have a warm, fuzzy, loving feeling towards budget?

AMY: Right.

CHELLIE: It sounds awful, doesn't it?

AMY: It does.

CHELLIE: Yes and you're afraid that your budget is going to tell you you can't have anything.

AMY: Right.



CHELLIE: Okay, so this is what I tell everybody to do. First of all you have to devise three budgets. I have complicated names for them: low, medium and high.

AMY: Oh those are very complicated.

CHELLIE: I know. First of all the reframe around the whole budgeting process is you take the word budget, b-u-d-g-e-t and it stands for baby you deserve getting everything. Okay?

AMY: That's great.

CHELLIE: Make it more user friendly

AMY: Okay.

CHELLIE: Now medium budget is whatever you're making right now; what's the total income that comes in and what are you spending it on. It's just really a spending plan because everybody's getting some money in, and then they have priorities of spending. First you pay your rent or your mortgage; second you pay your car payments; third you pay your food, your light bills, et cetera and on down the list. This is medium; what's owed right now. Then you create low budget, which is a tool for getting through the storms, like we just had. This is where, okay, I don't go to therapy or I don't go to the massage person, or I don't get my hair cut; I let it grow now, or whatever it is. You take out every bit of fluff, and people really get messed up about this, that everything on their budget list, they made a decision to commit to, and they can un-commit at any time. You can move to a cheaper place. You can stop doing all of the things you're doing. If you make it a game—see here's the thing, you've got to make it a game—your game is how can I not spend any money, and I'll tell you, I've lived as low budget as anybody because years ago I was struggling to be an actress and, of course, I didn't know all of this about prosperity thinkings, and people told me I was going to have to suffer for my art, and so I did that. I just signed up for the suffer program—starving artist, ever heard that one?

AMY: Yes.

CHELLIE: I bought that program, so I lived on low budget, but I got really creative. It was like, who can I invite to lunch and they would pay. I started regularly showing up for dinner at Mom's on Sunday night. I would go to happy hour where they have free hors d'oeuvres, nurse one drink and eat all the hors d'oeuvres and carry a big purse and take some stuff home. Then what I tell people to do is go to the mall, go shopping, but don't take your check or your credit cards, or any way to buy anything, just take a pencil and a piece of paper and make lists of things you would buy when you're on high budget.

AMY: Great.

CHELLIE: So you go okay, a pair of shoes, \$400, and a bedroom set, \$3,000, and new suit, \$800, whatever. You make all those lists and all of the amounts of money and then you come home and you total it up and you go wow, I saved \$40,000 today. Now you can take that stuff and put it on your high budget.



Now a lot of financial professionals talk about budgeting—you know, go to low budget, they talk about your medium budget. Nobody ever talks about high budget. That's a positive affirmation in budget form. Some day I'm going to be wealthy. Some day I'm going to be making all the money I want to make at this business I'm in, or in the corporate career track that I'm on. When I'm the CEO of a corporation this is the money I'm going to make. You need to be looking at that all the time. If you make \$1 million a year what is your plan for spending \$1 million a year? What is it you really want to make \$1 million a year for? If you don't have a reason to spend the money you're not going to have a reason to make the money and you won't do it.

AMY: I love it, and what a fun exercise for everybody.

CHELLIE It is fun.

AMY: What is that high budget and how am I going to be spending it when I'm making millions each year?

CHELLIE: Yes and trust me, there is going to be more expenses on high budget, too, because to make \$1 million a year you're probably not going to be working by yourself. You're doing to have help and you're going to have a web team to do the web stuff, and you're going to have a marketing guru to do marketing, and you're going to have an assistant to manage all the emails, et cetera, et cetera. It will cost you more money to make \$1 million, too, but there'll be more profit for you, too. I just throw out \$1 million as maybe an outrageous figure, but maybe \$200,000 sounds really good to you. Go for that; maybe that's your high budget.

AMY: One of the things I know you talk about is the financial importance of no yeah buts and the buttons, so tell us a little bit about that.

CHELLIE: In my class I have little buttons actually, that say, yeah but, with a red circle and the red line through it, so it's like a no yeah but zone. What happens is your critical mind is always active there. It's not necessarily negative but it's saying, I don't know how I would do that. Well that's a wonderful reframe for yeah but. Instead of saying yeah but I can't because, say yes, I understand, now how would I make that work? You see the difference in the question?

AMY: Yes; one's looking for a solution.

CHELLIE: When I give people like, you've got to do affirmations and they go, yeah but I tried that once and it didn't work. Any time you're on the board of directors in an organization or something—I was once president of National Association of Women Business Owners, LA chapter—and you bring up new ideas, and there's always some alarmist there who goes, yeah but that won't work; we tried it in 1963 and it didn't work. I always tell people at the beginning of my eight week workshop, there are no yeah buts allowed here. If you say yeah but, I'm going to throw a button at you, and people have been known to be leaving class wearing six buttons. They trained themselves over the eight weeks to not say that anymore and to say something different like okay, how would I make that work for me. The whole yeah but everything that comes up in your mind, maybe as I'm talking today some of you



have that mind chatter going on—yeah but that won't work for me in my business; yeah but I'm an employee, that won't work for me; yeah but I don't do that kind of work, or yeah but I'm a massage therapist and she just told everybody to eliminate that on their low budget; I hate that. I'm just suggesting now—listen to yourself, listen to your mind. When you hear the yeah but come up, change it to how could I make that work for me. What about this work—how would life be difference if I had that in my life instead of a yeah but?

AMY: I think maybe one of the common yeah buts that's going on for some people on the call right now is this whole thing about being up to their eyeballs in credit card debt.

CHELLIE Yes.

AMY: Talk to us a little bit about that. What can people do that are in that scenario? Maybe they're on that low budget and they're still not able to make things work. They're charging things on credit cards, they're really spending a little bit out of control and the debt that's going on. What do you say to those people?

CHELLIE: The hardest time to be positive about money is at the lowest point, where money doesn't seem to happen. I'm going to tell you what you do is you do the best you can. You make the lowest budget you can and if there's still not enough money, you pay partial payments to everybody. Now credit cards, we all know, don't take partial payments. They want you to pay the whole thing or they jack your interest rate up to 30%, or whatever. Part of my work is to get you to never be in that position. If you're in that position now, there may be nothing for it but to file bankruptcy and get some help. Bankruptcy laws are there to help people. I'm here to tell you that the average millionaire has filed bankruptcy 3.5 times.

AMY: Wow. Is that true? My gosh!

CHELLIE: Yes. If you do the research you'll see. R. H. Macy, founder of the Macy's Department Stores, filed bankruptcy seven times before he got it to work. Walt Disney filed bankruptcy either two or three times before he got everything to work for him. If you're an entrepreneur you're taking risks. Risks don't always pan out the way you expect them to; sometimes you fail. We're so never wanting to fail that we never make any motion towards movement to improving our life because well at least I know I survive right here. But if you're in the debts and you can't pay all your bills and your credit cards, sometimes you just need to go okay, I give up, let it all go. The bankruptcy laws have been changed fairly recently and there are different rules to them, and you still have to make a budget a pay back a certain amount of it over five years, or whatever, but in any case it's going to be possible for you to then dig yourself out. If you're looking at, I can't dig myself out now because there isn't enough money, then that's just what's so right now, but it's not a life sentence. It's what's so right now and you'll handle it. I filed bankruptcy myself and lost my home to foreclosure back in 1993. Now figure how humiliating this is: I was president of NAWBO, I was teaching Financial Stress Reduction Workshops and I was owner of a bookkeeping service, and I had found myself—I had taken a big risk with a business and a huge client left with two weeks notice, and I couldn't pay all my bills. I did the best I could; I made deals, I made payment plans with everybody I could, but circumstances just happen. I tell all this in both my books,



so you can read all about it because I'm just transparent. I just am who I am and I've had the problems I've had, but I'll tell you, what I saw was, as I'm teaching my class and filing bankruptcy at the same time, and having all the shame and horribleness around that, I just said well all of the people in my classes are doing better; why is that? What do I need to do that's different from what they're doing? I looked at . . . this is how I learned, that it's not information, it's implementation. I was teaching this stuff but I wasn't doing it. I wasn't doing the affirmations every day. I just assumed that I knew all of that, and that was what was going on, but that's not what was going on. What was going on is I was looking at my debt every day and worrying. I put myself back through my own program and everything I taught anybody else, I said yeah Chellie, why aren't you doing that; better get on the program. My life dramatically improved.

AMY: Great. Thank you so much for your transparency and for sharing that with us because I love the fact that not only you have experienced this, but many of the millionaires that we admire. We all know Donald Trump's story; how many times has that guy filed bankruptcy? So there's no shame in saying I need help.

CHELLIE: That's right. The bankruptcy laws are there to help people clear the debt and to get a fresh start because we don't have debtors prison anymore. Even in the Bible all debts were forgiven after seven years, so you know what, the credit card companies don't even want you to know that, and they want you to keep that shame around the whole thing, but you know what? You do the best you can; okay, start over. Start over; do it better this time; forgive yourself. I will tell you the blessing that came out of this for me is that now when I tell people to do these things because these work, they believe me because it wasn't like I was born with a silver spoon in my mouth, and I always knew these things. I've been as down and out as anybody and I know these principles and tools work because I used them myself, and now life is fabulous.

AMY: Good; great. Tell us a little bit about the biggest mistake financial planners make in dealing with their clients.

CHELLIE Years ago I went to see a financial planner, lovely woman, and I was making some good money. I said okay, so I should start looking at retirement. She said okay, so this is the lifestyle you'd like to have, and this is how much you have to save, and everything's going to cost more in 35 years or 40 years, or whatever it was. You need to have \$2 million put aside, so that means you have to start saving \$800 a month now. I looked at her and I said, thank you very much and I walked out and I said, well I can never retire. I only made \$2,400 a month, so there was no way I was going to save \$800 a month, so I just gave up the whole program and didn't save a dime. This was bad. Now the other thing is I am always amused—it doesn't matter how much money anybody is making or how much they have saved, a financial planner can always say, you've got to save more. Now here's the fallacy around the whole retirement game; it comes from the 1935 Social Security Act. Social Security was started so that old people wouldn't be sleeping on the street. They wanted to have a social program to help old people who got old and didn't have anybody to take care of them. The interesting thing is retirement age was set at 65 because most people were dead at 63, so retirement's supposed to kick in two years after you're supposed to be dead.



AMY: We're living a little longer now, aren't we?

CHELLIE: Well yes, but it's politically a death sentence to go and say we should raise the retirement age. Nobody wants to hear that but who can retire at age 65 and have enough money to live comfortably for the next 30, 35 years? You see the difference?

AMY: Yes.

CHELLIE: I ask financial planners often, how many people can do this, and they say well, about three percent of the population. To my mind a game that we're playing that only three percent of the population can win is a broken game.

AMY: Right.

CHELLIE: Now here's the other piece. If you love what you do why would you ever want to retire from it? What does retirement get you? I went to a concert that Paul McCartney did years ago and somebody in the program, there was an interview, and somebody asked him, why are you working so hard, staying up until 3:00 in the morning in your recording studio, putting out new albums, doing all of this touring? It's so much work and you're richer than god; you don't need the money; what are you doing it for? He said, well I guess I suppose I should ride around the world in a boat but for how many days is that going to be interesting? What I love to do is do music, so I do it for the love of it, not because I need the money. That's why they say do what you love and the money will follow. The money doesn't always follow because there's a lot of people doing what they love and not charging any money for it, and then you're broke; there's no freedom in that. What I saw, when I invented my program, is I saw that a lot of wealthy people had no spirit and a lot of the spiritual people were broke.

AMY: Right.

CHELLIE I said, aren't we supposed to master both things? We're spiritual beings having a material existence. I think the challenge is to go the middle way and to master both, to play some, worship god, or whatever higher power you believe in, some, be in spiritual values some of the day, laugh some of the day and work some of the day; to have a whole body, whole mind, whole spirit integration in every aspect of your life. The reason people want to retire is because they're doing things they don't like and they're doing it 80 hours a week, which they hate, so we need to do 20 hours a week or 30 hours a week. Make enough money to live comfortably, enjoy life, have some goodies, but how many billions do you need in order to enjoy life? The richest man in the world, Bill Gates, he started a foundation to help people have more money. Warren Buffett, the number two guy, gave the number one guy all his money. The number three guy, Sheldon Adelson said, well I have a five year plan to become the number one spot. He's the third richest man in the world and he wants to be number one. What's that but a game? He's just playing the game and it feels good, and he's having fun doing it; he doesn't need the money. By the way he was 78 years old when he said that. The whole retirement thing is a myth. Just save enough to have some rainy day money and some money to take care of you from 80 on. Life expectancy now, by the way, is 78, 79, something like that for women, and it's a few years less for me, so we need to have some



- money to take care of ourselves in the later stages but to retire at 65 and sit around—all these millionaires had the goal, I'm going to be a millionaire before I'm 40, and then they do it, and then they retire. Within a year they're starting another business because that's what they do; that's what's fun in life. The actors who win the Academy Awards, this is what I love to tell people, there's no 'there' there. They made the ultimate goal work for them in acting; they won the Academy Award. Do you know how much time they get for that? Thirty seconds. Then the music plays and somebody else is on the stage. When they wake up the next morning do you know what they want to do? Win another one. They don't want to stop acting; they're trying to keep doing it, even when they're old.
- AMY: Great. That's so great and it's so true. All the studies that show that people retire and they die earlier because they're bored; they're not living anymore.
- CHELLIE: Actually let me give you the statistic.
- AMY: Yes, please.
- CHELLIE: Twenty-nine percent of the population doesn't make it to age 65, so you've got a third chance of being in the population that doesn't even live that long. Within retiring at age 65 a third of those people are dead within two years. If you're waiting until retirement to enjoy your life, boy are you missing out. I want to enjoy my life every day. On the day I die I want to have eaten chocolate. Since I don't know what the day is, that kind of means I have to eat it every day, doesn't it?
- AMY: Yes.
- CHELLIE: I'm going to enjoy my life every day, thank you, until they shuffle me off. I don't know what day my number is going to be up but I'm not waiting until I'm 65 to have fun, I'll tell you that much.
- AMY: Excellent. I know that in your book . . . I want to make sure before, I know that we're starting to wrap up a little bit, but I really want to be sure to get this in, that in your book, The Wealthy Spirit, you advise people to send out ships every day to achieve their goals. Tell us a little bit about that.
- CHELLIE Sending out ships is the euphemism I use, like recreated budget to be more happy. Sending out ships is taking positive action to achieve your goals. This is what Anthony Robbins, in his book, Awaken the Giant Within calls massive, positive, constructive action on a daily basis.
- AMY: Wow. That sounds like hard work, doesn't it? It does.
- CHELLIE: I just use the vision of sending out a ship. The merchants in London in the 1800s used to build the tall masted clipper ships to send them sailing out to foreign ports, to trade for gold and jewels and silk and spices. Then one day they'd be coming sailing back into London harbor, laden with all this treasure, and on that day the merchant's fortune is made. That's where the expression, waiting for my ship to come in, comes from. But some people are



going down to the docks, waiting for their ship to come in, but they didn't send any out. You've got to build ships and provision them, and hire the crew, and send them out, and listen, you've got to send out more than one ship, because stuff happens to ships. They can run into a hurricane and sink; there's mutiny on the Bounty; we all know what happened to the Titanic. Your job is to send out ships and then you can rest assured that some ships will start coming in, but you can't ever say, I'm going to send out this one ship and wait, because you don't know that that's the ship that god intends you to have, or that that's the one that's going to make it to the foreign port and make it back in to shore.

AMY: Right.

CHELLIE: I know when I start sending out ships, like sending out a ship for me is being on this telecall. Sending out a ship for me is sending out an email or a newsletter. Sending out a ship is attending a networking group, and then calling people. A lot of the people in business—let me make this clear—think that all they have to do to get business is get a business card printed, go to a networking group, give everybody their business card and wait for the phone to ring. How's that working for you? It doesn't work like that. Most people never call anybody; they wait for the phone to ring. Be one of the people that makes the call and makes the phone ring in somebody else's office, and don't start with pitching yourself and your ideas; they're not warm to you yet. You call them and say, hi, how are you, it was great meeting you the other night; how did you find out about that networking group? Tell me about your business—what do you do? I'd love to know so I can refer business to you. Why did you decide to do that? Are you passionate about it? What did you do before? Have you always lived in California? No? Where did you come from? What made you move to California? Just getting to know somebody—the worst thing that can happen is that you make a new friend.

Now sometimes somebody says to me after I do this—and I'm reaching out to be of service; that's what's in my mind, I'm here to be of service—sometimes people will tell me I can be of service to them through financial workshop, and they'll tell me that by saying, so tell me about that workshop; how does it work? Then I say, well what would you want it to do for you? What would you change or make different about money in your life? Then they tell me their problem and then I can tell them if I have an answer for that problem.

AMY: Right.

CHELLIE: That's a sales call, okay? But if I call it a sales call it's hard to pick up the phone, but if I call it I'm sending out a ship today, it's easy.

AMY: Great, so sending out ships—plural. Not just the one ship and then waiting for that ship to come back in.

CHELLIE Yes.

AMY: One more thing that I want to touch upon, because I know that this is such a fun part of your book, and I think that this is so important for people to get. You divide people into three



categories: sharks, dolphins and tuna. Tell us about those three categories, briefly, if you will.

CHELLIE: I'd love to.

AMY: Great.

CHELLIE: There are two kinds of people in life: your people and not your people. You can never make not your people your people, okay? It's not going to happen. Just look for the easy people; those are the people that are like you. I call my tribe—Seth Godin wrote a great book called Tribes—my tribe are dolphins. Dolphins are friendly; they communicate; they look like they're smiling; they're beautiful when they jump out of the water. They're tough, too; they've been known to ward off shark attacks and protect other fish in the sea, okay, so I'm looking for dolphins.

Now the other kind of fish that I see a great preponderance of are sharks, who are eating machines. They've got big teeth, the better to eat you with, my dear, and they don't care about anybody else's good but their own, so if you do business with them they're going to rob you blind. These are the Bernie Madoffs, okay?

Then there's another big group of fish called tuna. Tuna are the victims. They're the whiners, complainers, they never send out a ship, never do a positive affirmation, they just wait and complain. Having been a tuna, I'm a tuna in recovery myself, I know I can't hang around with tuna because they suck my energy dry.

AMY: That's right.

CHELLIE: They call you endlessly and ask for advice, and you give them some, but they never implement it.

AMY: Right.

CHELLIE: Then they call you with another problem in another week. I just can't be bothered.

AMY: Great. That's so great and I love it because there's dolphins on this call today, right? There's people that actually pick up the phone and made the decision to get some support for themselves, to step out of tuna land or shark land, and be swimming amongst the dolphins today. Yes, I love it. I love that image of the dolphins and being surrounded and swimming with the dolphins. Thank you so much; what a beautiful note to begin ending on. One of the things that I'm asking all of our experts for the Women Masters to do, is to say what do you most want listeners to take away from the call today.

CHELLIE: I most want them to get into the positive attitude about money, because you're on this call and if you have heard my voice, you are a point of light and power for everyone you know. Start teaching them the affirmations. Start being a person that empowers others. It starts with you, but the best way to learn it is to teach someone else.



AMY: Great. I just want to remind everybody that Chellie has been kind enough to offer everybody on this call 365 days of affirmations and powerful lessons from her book, The Wealthy Spirit, so you can sign up to receive the first 30 days for free on her website, Chellie.com, and on the upper right hand corner you'll see the place to go ahead and put your name and email in. then after those 30 days, you just need to email Chellie at [Chellie@Chellie.com](mailto:Chellie@Chellie.com) and she will continue to send you the rest of the 365 days worth. The affirmations in this book, ladies and gentlemen, are amazing. We mentioned a few: people love to give me money. One of my other favorites from the book is, all my dues are paid in full; that's one of my favorites.

CHELLIE: I love that one, too. It's like you don't have to pay any more dues; I've paid my dues. I've paid my dues over and over; enough, already.

AMY: Give our listeners an inspiring homework assignment.

CHELLIE: Inspiring homework assignment: you need to be doing positive affirmations every day for 21 days; you can't miss a day. The next thing is, every time you have a negative thought about money, which you may have if you watch the news or get worried, or look in your check book, you have to two positive affirmations to counteract.

AMY: Great. Okay, good. Positive affirmations every day for 21 days and if you think a negative thought about money, counterbalance it by saying two positive affirmations. That's everyone's homework assignment on the call today.

CHELLIE Yes.

AMY: Fantastic. Thank you so much for being with us today and sharing all of your wisdom and insight, and thank all of you participants that are here on the call today, for the Women Masters Teleseminar Series. I hope all of you are having a great day. I'm going to go ahead and un-mute the phone lines so that you can say thank you to Chellie. Thank you all so much.

CHELLIE: Thank you for having me.

AMY: Excellent. Thank you, everybody. Thank you all so much.. Chellie thank you so much. We can go ahead and hop off the line; I just wanted you to feel the love.

CHELLIE: Oh god, that was so great. Thank you so much.

AMY: Thank you all so much. We'll talk to you next week on the Women Masters Teleseminar. Thanks, everybody. Bye-bye.