



The Women Masters Interview with Linda Sivertsen

AMY: Welcome everybody to the Women Master Teleseminar Series expert call with the fabulous Linda Sivertsen. My name is Amy Ahlers and I hope that you are ready to get inspired once again today. I put a Tweet out on Twitter today that said, warning, this call will be inspiring and be good for the environment. You can feel really good about being on the call today. For those of you who don't know me, my name is Amy Ahlers; I'm the creator of the Women Masters Series and 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 all of you can get inspired and stay motivated in this challenging time. I want all of you on the call today to wake up and step into your power and genius.

To that end I'm delighted to welcome Linda to the call. I just want to tell everybody a little bit about you, Linda, and then we'll get to hear your beautiful voice here on the call. Linda is highly sought after writer, ghost writer and book proposal coach. She and her son Tosh recently collaborated on her biggest passion, living green, in their award winning book Generation Green: The Ultimate Teen Guide to Living an Eco-Friendly Life. You can visit GenerationGreenTheBook.com for more information about that. Also in the same year Linda co-authored the New York Times bestseller Harmonic Wealth by James Ray. As the West Coast editor of Balance Magazine, a radio reporter—her Green Hollywood spots for Leeza Gibbons nationally syndicated radio show, Hollywood Confidential, shares celebrities' green goings on—and she's a contributing editor for Delta's Sky Magazine's Green Scene department. She has vast experience in both writing books and marketing them and she has a whole bunch of amazing information about how to write a winning book proposal and land your publishing deal. If you're interested in that make sure to check out WinningBookProposal.com. Linda's general website to see about everything that she's up to is DreamItGreen.com. With that, welcome Linda—yay!

LINDA: Thank you so much, Amy. That sounded a little exhausting, did it not?

AMY: Yes, it was a little exhausting, and I think I forgot to breathe a little bit in there.

LINDA: I think I need a vacation. I think I need to go to Bali for a month or something.

AMY: I know, right? You've done a lot of work in the last year, my goodness.

LINDA: And I was going through a divorce at the same time. Did you say this call is mostly women; is that right?

AMY: It is. It's mostly women and we also have some wonderful, enlightened men on the call, so we won't leave you out, wonderful guys out there but yes, mostly women.

LINDA: We certainly don't want to leave the men out, but for those women and men who have been dumped or left, you know, I was married for 20 years and to the love of my life, I thought, and literally the day that my son and I got the book deal—sorry, we had already received it. The



day we sat down to write it I found out my husband was having an affair and he left. It just goes to show you, you can go through the hardest things in your life and still not only have great things happening at the same time, which is just the irony of the universe, but you can still produce. I think, in some respects, having to have the deadline completed for Generation Green and James Ray's Harmonic Wealth at the same time allowed me to make it through. It's not like I didn't grieve. I would cry all morning and then deliver a chapter in the afternoon. It was sort of psycho but I think a lot of women can relate to that, because life still happens.

AMY: Absolutely and that's one of the things I'm loving so much about the series. It's one of the things that I'm taking away and I'm sure a lot of you who are on today's call and who've had the opportunity to listen or attend some of the other calls, is just having women show up to these calls, all of you amazing women experts, and be transparent. I think that there's something going on right now where people are having to be transparent because things are happening like oh, I lost the house, or the car was re-possessed, things of that nature going on, so you can't hide about it. Whatever's going on, when you tell the truth about what's going on, you have the opportunity to receive support.

LINDA: Yes, really. Can you imagine trying to keep up with the Joneses and pretend that everything's okay when the repo man comes, taking your minivan? That hasn't happened to me, but what did happen to me was my husband my son and I, we were very affectionate. We were tennis players, so we were always out in the neighborhood walking the dogs and going off to a tennis tournament or something, and people in the neighborhood knew us as the really happy family and we literally, after he left, I would just walk the dogs with tears flying out of my face, snot running down my nose and what are you going to do, hide it? People go holy crap, are you okay, and I'm like, no. But I bonded with my neighbors in a way that I never had before and I got to know people differently than I would have, and I learned to really lean on people.

AMY: That's great. On Marci's call, one of the things that she said is when we are going through challenges, to really look at what's the higher purpose. If there was a higher purpose, what would it be, and be the come from for any of the challenges. Any of you that are facing challenges, and we're all facing challenges, right? My gosh, I faced all these technology challenges this week and I'm like, if there is a higher purpose in this, what would it be? Practicing what we're preaching on the calls today, not only for those of you listening but for all of the experts, so thank you for just being transparent about that and allowing us to lean into you today.

LINDA: My pleasure.

AMY: Our topic for today, just shifting gears a little bit, is about living green and I just wanted you to share with the callers a little bit today, about your background and how you got so passionate about living green.

LINDA: Oh gosh. Well my mom was really ahead of her time and it's interesting because you think about the old days and things were organic years and years ago. Where my mom was sort of ahead of her time was that she dragged my sister and me to health food stores back when it was, you know, long haired men in Birkenstocks and weird sort of hippy dippy clothing. I



remember going to those places with her, thinking oh gosh mom, this is really weird. We lived in the suburbs and she did really sort of funny things, aside from making my sandwiches that tasted like they had been made by back yard mud pies, or something. I remember the bread back then was so thick and kind of gross and everything organic was weird, like our hotdogs were really weird brown color and things were just odder then. It's so much easier now to go organic and there was nothing like Whole Foods when I was growing up. But where she was really funny was that she would do things like reuse paper towels. She'd take the wet paper towel and dry it and then we'd use it again, or she'd take the water from the laundry and scoop it out and carry it in buckets to the front yard, and water the lawn. Then when it would rain, I remember one time waking up and we had a sudsy front yard. Our whole lawn was like bubbles. She was just funny and I did think it was odd but I just go so used to it, and then when I raised my son, we didn't want to be in the city and we moved to New Mexico and built a solar powered house out in the middle of nowhere and he was raised so much more green than I was. I grew up with at least running water in the house and I grew up with indoor plumbing, a toilet, and my son, god love him, grew up like Mowgli the Jungle Boy, out in the middle of nowhere, and would run with his pack of dogs as his siblings. We have 360 acres out there so it was really a wild way to grow up.

AMY: That's so great; it's so inspiring. I love that then you and your son wrote this book together.

LINDA: Oh god, and that was really just magnificent, the way that it happened, because I was thinking that I wanted to help him do something green for his high school, not only as a way to get more involved, because he was kind of shy, but also as a way to help colleges to see him as a unique individual, as somebody who really is environmental at a time when it was finally, finally popular. I just thought, you know, what could we do? I went to him and I said, you know Tosh, I have this kind of vision; what do you think? I said, what if I helped you devise some kind of a green teen program for your school? We came up with this idea and I wrote the text and his dad filmed it, and he and I, we all went into the back yard and filmed these little green teen spots. What was so interesting was the day after we filmed the television spots, supposed television spots, I get an email from my agent, and she said Linda, Simon & Schuster just lost a book for their summer lineup an they want to know if you're interested in doing a book on green teens. I was like, you've got to be kidding me! It was the exact name, that was what was so magical about it, was she used the word green teens and we had just made the video the day before. At any rate we put our hat in the ring and we had to write a little summary of what we would do and we go the job, out of lots of lots of people, and it was just very blessed and sort of magical.

AMY: That's great; really fun. I know what we're going to talk about on today's call. Let's go there—let's talk about making our homes and our offices safer through green choices. Tell us the five best ways to green up your home or your office.

LINDA: Okay. I will and I think this is a really valid thing to think about because what most people don't realize is that indoor air pollution is actually much worse than outdoor air pollution.

AMY: Really?



LINDA: Yes.

AMY: Oh my gosh; I had no idea.

LINDA: It's a shocker, isn't it?

AMY: Yes.

LINDA: According to the Environmental Protection Agency, on average, the air inside your home is three times more polluted than the air outside, and that may not be the case in your home or somebody else's home. It depends; if you're a smoker or the air pollution inside your home if you use heavy cleaning solvents that are real toxic, your air pollution can be ten times worse than the air outside. If you think about it smog is a result of chemical reactions primarily made up out of exhaust from cars, from industry; we all know what smog is, right?

AMY: Right.

LINDA: Certainly if we live in the big cities but the majority of us spend most of our time inside and the toxins that we're dealing with inside are things like molds and bacteria, viruses, pollen, dust mites, animal dander—obviously, a lot of people are allergic—tobacco smoke, and that doesn't even include things like the vapors from cooking and heating, as well as the off-gassing, which we'll talk about in a minute, from things like paints and building materials, and carpets. Even the furniture that you use is usually toxic. That's sort of the bigger reason why I think it's important to look at your house differently and your office differently. The five different things, why don't I list them, and then we'll go through them; do you want to do it that way?

AMY: Okay, great; perfect. That sounds great, yes.

LINDA: The first one is plants. One of the best ways to clean your home is through plants and we'll talk about that. Changing the paint, or if you're starting off with a new place, painting it from the beginning in a healthy manner, and we'll talk about that. Then candles are a big one and I really want to go into candles because most people don't realize how toxic candles are and what their options are with that. Then cleaning supplies; that's a big one. We've all heard that spiel, but I wanted to talk about that a little bit. Then I also wanted to go into office supplies, different things that you can buy that maybe you haven't thought of before, that are really good options.

AMY: Wonderful; great.

LINDA: The first one is plants. NASA actually did a study on plants and what was really phenomenal was finding out actually how powerful they are at cleaning up your home. I think the study was done in 1989 and NASA teamed up with I believe it was the Associated Landscape Contractors of America, and I don't think they even knew at the time how impactful the study was going to be. It turns out that they really do sort of scrub the air. Plants act as living, breathing air filters and you've heard this before in science class, they absorb the carbon dioxide in the air and then they obviously release oxygen. Well they do things like they take benzene out of the air,



so they essentially—I love the analogy of thinking of them as scrubbing the air but they're excellent at removing formaldehyde and then triptochlorines and all sorts of filthy toxins. The list that NASA compiled is a list of the top fifteen air purifying plants, all of which are widely available at your local nursery or home improvement center, maybe even your grocery store. Tosh's favorite is the spider plant because it's really hard to kill.

AMY: Perfect, because I have a black thumb, let me tell you.

LINDA: I hear you. I can even be bad, too. I have plants all up in the kitchen, up on top of the cupboard, and I have to admit those suckers have to get wilted before I'm going to climb up there and do something about it. I'm embarrassed to say that; it's not fair. Things like English Ivy, philodendron, dracaena, peace lilies, snake plant, but if you do a Google search for NASA air pollution plants, do a word search and you'll find the plants. The big rule of thumb is you want to have at least fifteen plants for a home of around 1,800 square feet, but they don't have to be large; we're talking six inches in diameter. Isn't that cool?

AMY: That's really great, yes, that's wonderful, and just as a mom. I shared with you, and I think a lot of the people on the call today know this perhaps, but I have a one and a half year old daughter, so to hear the statistics about, really, the indoor stuff is watching, and you can empower yourself around that. I can't control all the exhaust and the cars going around me but I certainly can put 15 plants in my house.

LINDA: Exactly. As a mom I'm sure that you were really affected by John Travolta's son's death being linked to possibly the carpet cleaning substance, right?

AMY: Right.

LINDA: I'm looking right now while we're talking, because I just heard of a cleaner that's supposed to be so good for carpet cleaning. Here it is and this comes from Kelly and John Travolta. I wrote it down just the other day so I'd have it. It's a carpet cleaner called Mystical and it's supposed to be really, really strong and nontoxic; just something to think about as a mom.

AMY: That's a good thing to know because let me tell you, my daughter, just the other day, a couple of months ago I was airing out her booty for a diaper rash and of course she decided to take a nice big poo-poo on her carpet in her room, so we had to go through cleaning it, and I was like, this is so toxic, I don't know what to do.

LINDA: I know, it gets complicated and I looked at Mystical the other day and it's pretty affordable. It's certainly more than you'd pay at Albertson's but it was like \$50 for a gallon and I think a gallon would probably clean most houses.

The next subject: paint and furniture. There's something called sick building syndrome and I think most people have heard of it but not necessarily realized if they've experienced it. I experienced it firsthand when we first moved into our subdivision where we live in Valencia. We still have the house in New Mexico which, because of the divorce, is up for sale, but here in the city, when we came back to work and have Tosh go to a bigger school district with sports



and fun stuff like that, we bought a house in the suburbs and the houses were new. What I noticed was we would walk the neighborhood, I'd walk the dogs a couple of times a day, and for about a year everybody in the neighborhood felt sick. We all moved in at the same time and we were green, but at the time there was some personal reasons for our son that we needed to move quickly because of the school district issue, and there was some bullying going on, so we actually moved into a house that we wouldn't have, a not very green home. We did our best to make it as green as possible with bamboo flooring and different aspects of the house. We pulled out—once the plants were dying that they put in—we started growing crops. Here we were the only people in the gated community that had corn growing in the front yard. It was nuts. What started happening was we noticed we didn't feel good and we started talking to everybody and nobody felt good. It turns out, I did some research, when you're dealing with new homes and you're dealing with the volatile organic compounds that are in paints, which it sounds healthy because it's organic but it's so not, and you're dealing with the off-gassing of things like heavy metals—again, formaldehyde, a lot of things that people use to paint and that people use for building materials are carcinogenic and they've got fumes, and those fumes off-gas, is the term, as the house is living and breathing. Slowly you're getting poisoned and you don't even realize it, but we could tell by all the people in our neighborhood sort of walking around as zombies, going god, I'm so tired all the time, I feel so sick, or coughing. I pretty much came to the conclusion that we were all dealing with a bit of sick building syndrome. What happened was that after about a year it went away and everybody felt good. I've heard there are ways that you can sort of intensify the process to get it over and done, and I've heard that you can do things like open every window in your house and leave for a couple of hours, and turn up the heat wildly. That just sounds really, really wasteful to me, so I never did that, but certainly you could open up all your windows and doors on a very, very hot day and leave for a couple of days—not the doors, but with the windows. Maybe leave, at least leave for a while or sit outside for a couple of hours, but there are ways and again, that's a Google search that you can do, ways to try to off-gas your house quicker. But I would say if you're getting a new place, there are low VOC or no VOC paints that you can paint in your office or your home, that don't off-gas, and what's nice now is that when you go to the hardware store, even Lowe's and Home Depot, they offer these paints when five years ago it was really hard to find them.

AMY: Right; absolutely.

LINDA: It's cheaper now, too. It is a little bit more expensive but I don't think it's much. It's maybe like four dollars more a gallon.

AMY: Great. Okay, good, so paint and furniture. Talk to us a little bit about candles.

LINDA: Okay.

AMY: This was really surprising to me.

LINDA: I know. We have a section in Generation Green called The Dark Side of Candles. You know when you've got a candle burning and you go to blow it out, you know that sometimes you smell a funny, weird smell when you blow it out?



AMY: Right.

LINDA: Moments ago your room was filled with this sweet cinnamon, vanilla scent and now it's like ew. What that is, is if your candle was made from paraffin, which most are, you've been breathing fumes from an inexpensive sludge that's a waste product of the petroleum industry, that's just filled your air with carcinogens such as benzene and toluene, and really, that smell that you're smelling is as dangerous as second hand smoke. What's going on is that worldwide most candles are made with lead wicks and they're made with paraffin. For instance if you buy a candle that's made in China, chances are that wick and that candle is going to have this sludge; it's going to be toxic. Also have you noticed how candles—I noticed when I got an air purifier that I couldn't keep my air purifier on at the time when I was burning a candle nearby. Have you ever had that experience, because they get covered with soot?

AMY: No; wow.

LINDA: It's crazy. Literally I can clean my air purifier one day and burn two candles at night—not all night, just for a couple of hours. By the next day my air purifier is covered; the whole inside filter is covered with soot. Again those are the toxins I'm talking about and they're the same toxins as you find in diesel fuel, so it's kind of like we say in the book, you may as well breathe the exhaust from a truck. Combine that with the fact that the wick is made out of lead and we don't make lead wicks anymore in the United States, but as I was saying, China does. As the wick burns it releases this toxic particles that then you're inhaling, so talk about children, right? Children and pets are going to be inhaling that as well. You don't want to have to give up candles, obviously, but you can get, and we've all seen these and they are more expensive, usually, but you can get ones made from soy, which are really, really nice, or beeswax.

AMY: I was just going to say I remember beeswax candles; I've seen those recently.

LINDA: Yes and those are the ones that are usually more expensive, but they last. Sometimes the beeswax can be really concentrated and it can last a lot longer, and they're really sweet smelling, totally nontoxic, and they do cost more, but they can last up to three times as long, and you're not inhaling those poisons. Although we're not seeing these things yet at big retailers like Wal-Mart, I think that times are changing and people are getting hipper, and certainly Wal-Mart is starting to carry organic products, so I think the whole candle thing will resolve itself. Right now you just have to be smart and educated.

AMY: Yes, great. Thank you for that information; that's validating. It's just things that you have no idea about. We hear green and we think, you know, drive a Prius and use cloth diapers, or something. Just these small changes, though, of going okay, I'll buy the beeswax candle, I'll use some organic cleaners and I'll put more plants in my home, makes a huge difference.

LINDA: It really does.

AMY: Tell us a little bit more about the cleaning supplies. You've already talked a little bit about the Mystical carpet cleaner. What else should we be on the lookout for?



LINDA: Any time you look under your sink and you see words like poison, warning, danger, keep out of reach of children, really, if that have to put that in bold face lettering right on the bottle, chances are you don't want that in your house, especially not if you have kids. You want to remove cleaning products that are filled with things like chlorine or bleach or formaldehyde—again a carcinogen in personal care products, as well. These are all additives that are harmful to you and harmful to the environment, and it's pretty easy to tell when you look and you see those poison, warning, danger words. Not only do those toxins end up in the water supply and in the air and in your home as part of that pollution we were talking about earlier, but the bottles also, most of which cannot be recycled, because think about it, you're dealing with really hazardous sort of materials, so those bottles cannot be recycled. Then they end up clogging our landfills as well. Phosphates in things like detergents bubble up not only in our sink but in our dishwashers and washing machines, and in our streams. There fortunately are so many nontoxic natural cleaners to look out for, so many, there in now showing up in the regular supermarkets, so look for labels with things including no petroleum products or phosphate free or biodegradable. Green Seal is a nonprofit, environmental organization that's been certifying products as meeting its strict environmental standards since 1992, so if you spot something with a Green Seal product, it's generally really eco friendly. Then you can mine your history and talk to your grandparents, if they're still alive, and see what they used to do. What's it called—vinegar—which I don't love the smell of but vinegar is an excellent cleaner, and different citruses, so you can make cleaners yourself if you want to. I just prefer—I'm a big Whole Foods groupie, so I just prefer to go to Whole Foods and to buy stuff there.

AMY: Got it.

LINDA: Also Ed Begley. Begley's Best is an award winning cleaning list of supplies that we use. Ed is a friend and I really believe in his stuff, as well.

AMY: Great.

LINDA: Office supplies were the fifth one.

AMY: Right.

LINDA: Office supplies, you know, I got on a kick years ago where I wanted to create an alternative fiber plant in the United States because paper, at this point, we're still only recycling about half of the paper in the United States, not even half, so a lot of paper is still getting thrown away and paper, obviously, comes from usually virgin trees. Paper's a big one for me and I got on this big kick. I was going to create alternative paper plants around the country because there are no alternative paper plants in the United States. By alternative what I mean is non tree fiber. I haven't been able to create that for myself yet, I've been a little busy, but in other parts of the world they make paper from other things and if you think about it, the Declaration of Independence is a document that was printed on hemp. Until a couple hundred years ago paper from trees wasn't even a reality. It was from hemp; it was from agricultural waste; it was from all sorts of different fibers, but trees are really a low economy way to make paper. There's so many better ways and there's so many better fibers that are not only stronger but much, much cheaper and much faster growers than trees are. I kind of encourage people to just pay



attention and look around when they go to buy their office supplies. I noticed that Office Depot, for instance, has less recycled content than, say, Staples. I don't know about in your neighborhood, but I try and pay attention.

The other day I went to go get file folders for my office and the file folders were really pretty and they were different colors, they were perfect for what I needed to organize, but I looked at the recycled content and it was ten percent. I remembered that the old file folders I bought at Staples in the past were 100%. Now they were a little bit extra money but they were 100% recycled, and that's going to just make me feel better. I would rather pay a little bit more money and feel better about my purchase. Obviously it just depends. If you can't afford it, then I would say whenever you print things—how many of us print things and then don't use that paper because maybe there was a mistake or an error? What I do in my office is we always use both sides of every paper, and sometimes that's not good for the printer. You don't want to be putting in paper that's been folded or even shaped in any way but straight. What we do is we'll take a big pile of it and I'll put a book on it, or something, and get it really, really flat again before I'll put it back in my printer, but those are the little things. Start watching out for folders and files, all sorts of things you can find in better fibers than we used to be able to. There's binders now that are made out of recycled content, they're made out of old detergent bottles. Detergent bottles are really great, sort of catchall recyclable product. A lot of things, including park benches now, or fencing, are made out of old detergent bottles, binders are included. You can find recycled pens, you can find recycled pencils now, where the wood is made out of recycled fibers. There's a staple free stapler; have you seen that yet?

AMY: No.

LINDA: The staple free stapler, it's not something you're going to want to use for anything over maybe four or five sheets of paper, but the average time you staple, you're only stapling two or three sheets of paper. A staple free stapler does so without—it just creates like a little thread from your paper, so it doesn't actually use any steel, and it doesn't seem like staples would be a huge problem because they're so tiny, but we're talking about millions and millions of staples being used every day in offices all across the country, and it adds up. It adds up to tons of steel every month, so it's just little ways to start thinking about how you can shift to greener practices and it's really quite simple when you really give it some thought.

AMY: That's great. I'm really taking away that when I do go to the store, to Staples or Office Depot, or whatever, to really look for those recycled things. I think even for someone like me, who obviously, I'm an entrepreneur, I'm running my own business, I don't buy folders that often. There's so many green practices now, we do so many things electronically, that spending an extra 50 cents to get the recycled material really doesn't make that big of a difference to me.

LINDA: Exactly.

AMY: But it makes a huge difference, from what I'm hearing from you, for the environment.

LINDA: It really does and Post-Its are a perfect example. I only buy Post-It notes maybe once a year, maybe once every six months, and you buy them in bulk, right? You buy them where you get



ten pads or 20 pads at a time. Like you just said, 100% recycled Post-Its are more money but what? Say it's 50 cents more, maybe even a dollar, I don't remember, but if you're only buying it once every six months, once a year, that is something to keep in mind. Thank you for saying that, Amy; that's a really, really good perspective. If it's something you're not buying very often it's worth it.

- AMY: Absolutely, yes, and of course if it is something that you're using all the time, if you're a person that needs to have files for every single thing, and you go and you re-supply, take a look; maybe there's even online suppliers that are offering bulk prices for cheap.
- LINDA: Exactly, and you know what, I have a couple of names. GreenLinePaper.com is a great resource. Waldecks.com and DolphinBlue.com, where you can order business cards; there's all sorts of different cool things you can get at DolphinBlue.com. If you go to our website, GenerationGreenTheBook.com, we have resources there, as well. There's a lot of help out there to do it easier. Even our website is solar powered. Our website designer, his whole office is solar powered, and the web server is solar powered, and that's why we chose our designer, because I thought, god, how cool to get your website done green; who woulda think?
- AMY: Right; that's great. Alright, thank you. Let's shift gears here because I know that you're one of those women that hangs out with celebrities all the time. You interview them; you're really privy to all the things that they do to stay beautiful and thin and healthy. What have you learned about that? What have you learned about that and how does that tie in with green practices?
- LINDA: You know, so much of it is what my mama taught me, and it just cracks me up. When I went to write my first book, Lives Charmed, I was really, really, really surprised, and I felt like I kept hearing the same life story over and over again, but with a different backdrop. Obviously people were born in different places and had different parenting issues and maybe even different livelihoods, but they were all sort of doing the same practices to succeed, so I felt like I was hearing the same life story over and over and over again; it was just so bizarre. It go to the point where I started thinking, my god, there's a conspiracy theory for success, like all these successful people are doing the same things. One of the things, this is going to sound so corny and so L.A., and I apologize ahead of time, but one of the things that a lot of celebrities do is they exercise and/or do yoga. What I fully came to see about that is more than just the muscles that they were developing or the weight that they were maintaining, because the exercise, more than anything, what I learned was that it was really, at its core, about deep breathing. One of the things that I was taught by my parents was that yogic breathing, or deep breathing techniques, what they do is they not only help you handle depression and anxiety, and all that stress related disorders, but there's really a physical reason. We have something like nine times the amount of lymph in our bodies as we have blood and there is no way to cleans the lymph, other than exercise, so deep breathing is really what cleanses the lymph. It's like the pump that keeps it clean. If you think about that, nine times the amount of lymph than blood in our bodies, my god, how important is that to keep it clean, right? You hear about lymph cancer; that sounds like the scariest thing because you just go whoa, that's everywhere. Deep breathing is really, really important and obviously, it's about inhaling oxygen, exhaling carbon dioxide, but it also really helps people feel that rush of endorphins to feel positive, and obviously if they're going to be a celebrity and try to be competitive in this town, you better feel



positive. But that's an aside and that's something that makes sense to everybody, but the deep breathing, and I heard the ratio once and I noticed that some of the people that I was working with did this ratio. I think I heard this from Tony Robbins: you deep breathe in to the count of four, and through your nose, so you do a big diaphragmic breath in through your nose.

AMY: Let's do it; let's do it right now.

LINDA: Okay, so four counts. Then hold your breath two times, so to the count of eight, so you hold it to eight, and then you exhale four through your mouth. I swear, this is no lie, I can eat the biggest dessert and feel like hell, and get in the car and I'll be like oh, I've got a half hour, I'll drive home, and if I do that breathing technique the whole half hour on the way home, I am absolutely high and feel like a million bucks by the time I get home. It's the weirdest thing.

AMY: So in for the count of four, hold for the count of eight, out for the count of four.

LINDA: Yes and breathe from your belly, from your guy, and I think we don't all have the money and the time that these celebrities have to go do their yoga and Pilates. I'm sorry, I don't have it. When I have three book deadlines and a couple of magazine article deadlines, I'm not going to be going to yoga, so I just think that's a good little cheat.

AMY: Great. You know, I just want to go back to something that you said about the lymph versus the blood, and I wanted to have you explain a little bit to us, because there might be some people on the call that don't know exactly what you mean by the lymph. We've heard lymph nodes; we've heard lymphatic cancer, like you said, but a lot of us don't really know what even that means.

LINDA: Lymph is—this is where I'm going to sound like I'm making stuff up—I want to say that lymph, I believe, is a fluid in the body, and we have nine times more of it that we have blood, and that's one thing I can't speak as an expert on, so I'll do my research once we hang up, but for your listeners, I encourage them to do it as well, but it's something I remember hearing Tony Robbins say years ago, and it just made sense to me with when I tried his breathing practices myself and when I talk to all these celebrities who are doing all this deep breathing, and it's one of the reasons why people get addicted to cigarettes, because it's when they finally stop and breathe.

AMY: Right. I've heard that as well, that that can be such a big thing for people to do when they're quitting smoking, is to actually just go outside and take those deep breaths because you are; you're stopping, you're socializing, you're taking deep breaths, so it lets out that without having to breathe in the nicotine, or whatever else is in the cigarettes.

Doing the deep breathing practice was interesting. I was having some technical difficulties, which those of you who are upgrade members know that I've been having some tech difficulties with my members only website, and I came outside on the porch and my mom was taking care of my daughter. I came outside and I smiled and was like, woo-hoo, tech difficulties, awesome! I put my hand on my heart and I just started taking a couple deep breaths and I looked over,



and there was little Annabella, my daughter, one and a half years old, mimicking me exactly, with her hand over her heart, going (inhale; exhale).

LINDA: That is so sweet.

AMY: Is that not so sweet?

LINDA: Think if you were a smoker and those are the images she would be getting.

AMY: I know, right.

LINDA: It's so important when we're parents, isn't it, to just clean up our act?

AMY: Yes, it is; motivation and it was so beautiful to see that mirrored back because I realized what a great decision, to go outside, look at my beautiful daughter and my amazing mom, and breathe, instead of stay inside and get so stressed out about it. The power of breath is amazing and we've been hearing that. This is the third call already in this series and everybody's mentioned the power of breath.

LINDA: Are you serious?

AMY: Yes, absolutely; Marci and Chellie both.

LINDA: Oh my gosh, that's incredible, and they're both friends of mine, but I had no idea they were talking about it.

AMY: Well I mean, right? Happy people, of course, breathing.

LINDA: Interesting; I love it. So okay, back to happy people. The happiest people I know, and probably the healthiest and certainly the most beautiful, the most beautiful celebrities I know are all the ones who eat a high, high content of raw fruits and vegetables in their diet, and I'm talking a real high content, talking like 70% of raw food. I talk about it in Generation Green, I raised my son on raw food, in fact I was a complete freak. I was one of those women who breastfed for three and a half years, didn't let my son touch anything cooked until he was three or four, he didn't have meat or dairy or anything processed until he was five and went to school. But he was also the most vibrant child you've ever seen. He never was ill; he never had to go the doctor or the emergency room. There was no stuffy nose or sore throats or earraches or fevers; nothing. The theory is your body's about 70% water, the planet is about 70% water, the more high content water you can ingest, and I'm not talking about drinking water that's not connected to nutrients. I'm talking about eating it so that like the plants scrubbing the air, the water in the food connected to the cells of the nutrients actually scrub the inside of your bodies. When I was younger people would say to me—my mentors in the health field would say to me—it doesn't matter so much now, people won't notice it now, but the older you get the more it will be noticeable, that you're doing something different. I'm 44; I had a guy come out to change the locks and was kind of hitting on me and being really cute. I looked at him and I said, how old do you think I am? He said, I don't know, like my age, like 28, 20s? I go, dude,



I'm like 44; I could be your mother! We laughed and, you know, I certainly have lines, I've played tennis my whole life with no sunscreen, I'm like a total California girl, but people consistently think I'm in my 30s. I really think it's because of the high water content food and I think that's the case with all the celebrities I know who are really vibrant and beautiful, is their eating live food. If you take a piece of lettuce and you put it under a microscope you will see little chloroplasts and things spinning all over the place, because the food is alive. If you cook that piece of lettuce and put it back under a microscope you will see nothing moving because it's now dead. Any time you're cooking anything above 116° you are destroying those valuable vitamins and enzymes, so I would just say, you know, to think about switching over in little bits and your taste buds change, you start to de-tox and the food starts to taste better. I can leave the house now with a pepper and just eat a red pepper for lunch and it tastes absolutely better than a candy bar, but years ago when I was eating junk food in college, it wouldn't have been the case. It would have tasted just like a pepper.

Anyway, that's one thing. Then I would say eating local, the whole thing about localvores, that's the big term right now. The average piece of food on a dinner plate takes about 2500 miles to arrive there, because things are coming from Chile, they're coming from Uruguay, they're coming from Africa, they're coming from all over the world and not only is that bad for the planet but the foods lose their nutrients as they're traveling, and they're being heated and gassed and everything else. Go to the farmers market and hook up with your local growers. We've heard it before but my god, my son cannot believe the difference. I can't even try bringing an orange from the market once he's had the oranges at the farmers market. He's like, mom, it tastes like crap! It's a way to get our kids to eat better. My kid didn't eat very much fruit, frankly, even from when I shopped at Whole Foods solely, but when I started going to the farmers market he became a fruit obsessed eighteen year old, and that's what I always wanted for my kid.

AMY: When you look—I know that farmers markets and organic produce is obviously more expensive than non organic . . .

LINDA: No, not the farmers market. Farmers markets are cheap.

AMY: Oh, really? I did not have that experience at farmers market; isn't that funny?

LINDA: Oh my god, huge difference. We go every Sunday to our farmers market, which is just at our local community college, and I get, literally, and this is no lie, swear to god, I get about 50 pieces of citrus, so I get about 25 oranges, I get about 10 grapefruits, and about 15 tangerine, all of which are gone by the next Sunday, and that cost me about \$20, \$25. Fifty—how much do you think that would be at Whole Foods?

AMY: Oh, yes. I'm thinking more Trader Joe's.

LINDA: But it's all organic, so yes, if you go to Traders, Traders does have—actually things can be a lot cheaper at Traders, but you're thinking how far did it come from, is it gassed, would anybody in your family eat 50 oranges from Trader Joe's? Maybe; maybe not. The flavor is so much more dramatic when it's been picked that morning because that's the benefit of a farmers market.



They're literally picking that morning before they bring it to you and they don't want to over pick because they won't sell it, so they really pick what they think will. Anything coming into a supermarket, odds are it has, at the very, very closest, has been picked the day before, but probably weeks before that.

AMY: Great, well that's such a great mindset shift, I think, for anybody, especially people if you're on a budget in that way, for you to a) really take a look at what is going to waste in your home, because so often we go to the grocery store and we're all the sudden forced to buy a huge bag of oranges, where if we went to the farmers market and we bought five, and they all got eaten and they're fresh, instead of throwing that money down the toilet, so to speak, by buying things in bulk that we don't need, so it's great. I think that's really great and I'm going to go to the farmers market, I'm inspired; this weekend I'm going.

LINDA: It's so fun and when I was saying, you know, 50 oranges for \$25, think about this: when I go to a health food store on the way home to grab stuff they didn't have at the farmers market, I see the same type of oranges are maybe \$1.99 a pound. It's two oranges a pound, because they're big, so you can just see what a mouth of savings that is.

AMY: Great. Tell us a little bit about food combining.

LINDA: Oh my gosh, okay, I love this. Food combining is the study of digestion, and I've followed it for 20-some odd years because my mom raised me to eat really, really healthy, but the one thing was I always had stomach aches my whole life, I had a lot of premenstrual cramps, I had a lot of acne. I didn't understand because everything was organic; I was an athlete. Then I went away to college and I gained that freshman fifteen and I did what everyone said. I was living in this beautiful sorority and I was eating tons of crap, and I suddenly was exhausted all the time. I really tried to figure out why I was so tired and I learned about the science of digestion because digestion takes more energy than anything your body can do, including exercise or sex. I learned a little bit about that and it's just simple, simple stuff. You figure if you're eating proteins like turkey, turkey is broken down into in the stomach by an acid digestive enzyme, and bread is broken down by alkaline digestive enzymes, so what happens when acid and alkaline hit each other? They neutralize. That sandwich—why do we eat, right? We're eating not only to feel good but we're eating to energize our bodies. Animals in nature don't go eating a bunch of stuff that makes them feel like crap. They go eat what's going to help them energize, so I would eat these things and go, oh my god, why am I so tired? Something's wrong with this. It turned out, when I did research, that I was just eating food that didn't digest well together, fruit being the biggest thing because fruit isn't even digested in the stomach; it's digested in the large intestines. It passes through the stomach if you've got an empty stomach in like ten, fifteen minutes, half hour if you're eating a banana. But say, like my mother who didn't know, say you're feeding it to your kids for dessert. They've just had pasta, maybe soda and a salad. The soda is now lessening their digestive enzymes because, really, you shouldn't drink with your food, unless it's maybe carrot juice or a vegetable juice, because the water or the soda—anything that goes in there—is going to lessen the digestive enzymes, which makes sense. Then you're pouring, like, oh my god, my mom used to give me bananas and yogurt for dessert. The bananas then can't pass through the large intestine in a half hour like they're meant to, they get stuck with the whole meal, they start to ferment; that's what gas is, that's



what bloating is, that's what excess weight gain is, is your food is now gone to rot. Instead of digesting in a half hour, hour, two hours, four hours max—that's as long as it should take a meal of maybe meat, or a heavy pasta meal to digest—maybe it takes all night long and you wake up exhausted.

AMY: Wow, so what's the solution? What are your recommendations around this?

LINDA: You know, I would eat fruit on an empty stomach; you've probably heard that before. I think Suzanne Somers talks about food combining.

AMY: Yes, I remember that.

LINDA: Eat fruit on an empty stomach or say you have lunch, say you have pasta and a salad. I would eat, back to the 70% raw, I would eat raw with everything. Say you want to have a piece of organic chicken. Have your chicken, have your salad, have cucumber slices with it. Do not have any bread, and then wait three hours. Say you have it at noon. At 3:00, 3:30, if your stomach feels great, have a big bowl of fruit. Have your fruit then but always try to have it alone, instead of after a meal, or with a meal would be even worse.

AMY: Okay, got it.

LINDA: But by that same token don't be a freak. I used to want to eat chocolate cake after my meal. My husband would look and go, um, excuse me, and you won't have an orange? Like, what's wrong with you? If your kid wants it for dessert it's still a better dessert than most desserts; you know what I mean? You don't want to be too crazy.

AMY: Okay, got it, but if you're someone that's on this call that's having some digestive issues, take a look at this. This could be something that could really help you.

LINDA: Yes, weight gain, too. When I went and I started interviewing celebrities, I found a lot of them do this food combining. A lot of them fast. You know, JLo, there's a lot of big celebrities that do fasting before movies or before concerts, or before record releases. They go do a cleanse or they do an all-raw week of just raw foods. Daryl Hannah, when I interviewed her last year, she eats almost 100% raw; very rarely eats anything cooked. Carol Alt, when I interviewed her for Balance Magazine, she's even got a book out on her raw food, and we quote her in Generation Green, but Carol Alt eats an entirely raw food based diet, including meat. She does eat some meat, but sushi and steak tartare; she doesn't eat anything cooked. I think she said once a year she'll have popcorn, and I think once a year she might have a turkey dinner, and that's it. Well Carol Ault still looks like a million bucks.

AMY: Right.

LINDA: The reason she went into it was the reason I went into it, because she felt like hell. Now I'm not that extreme anymore, but I was; for years I was.



AMY: Tell us a little bit about the health products, and I know that we're actually kind of running out of time. Tell me a little bit about the health products and then we'll talk about the green adventure for the family briefly, and wrap up.

LINDA: You mean like beauty products?

AMY: Yes, beauty enhancing products.

LINDA: You know, in beauty products there's all sorts of toxins and this is no secret lately in the media, but phthalates and formaldehyde and petroleum and parabens and benzene and leads, and all sorts of things are in beauty products, that are linked to breast cancer and endometriosis and reproductive disorders, birth defects, developmental disabilities in kids. There's been all sorts of studies—I know the National Institute for Occupational Safety and Health lists 884 chemicals used by the cosmetics industry. Again, just be careful. Look at your labels. I always, when I get lotions, you know your skin is your largest organ, so when I buy lotions I always get paraben free. Parabens can be really carcinogenic and they're very bad for the fish at the other end of the drain. Companies like Body Shop and Burt's Bees and Aubrey Organics, they've signed agreements, safe cosmetic agreements, to lower their toxin rates, and you can go to—do online searches. You can find all sorts of websites that will tell you good places to go. I think fragrances don't have to be tested. Many fragrances are carcinogenic. Antiperspirants can be very, very dangerous. They can lead to Alzheimer's, so you want aluminum free antiperspirants. Again, do your searches online. I think Whole Foods is a great place to start. It's a great place to start looking around and reading the labels where they say this is free from this and this, and you can sort of educate yourself just standing in the aisles and looking at what they've got.

AMY: Great. Okay, good; thank you.

LINDA: So green adventures?

AMY: Yes, tell us a green adventure.

LINDA: Okay. I think that it starts with a mindset. One of the things that happens when we get on a plane is we throw out our good thinking and we start to go woo-hoo, I've had a really tough month, or I've had a really tough year, and now I'm just going to relax and have fun, and suddenly we're being totally wasteful. I think that, and you've done this, right? You've gone into a hotel room and used way too many towels or just been like whoa, how nice, look at all these little bottles and scrub, scrub, scrub, and you've just emptied five little bottles of things when you really did bring your own shampoo to begin with. It's just starting with a mindset of being eco friendly. You can green up your hotel room when you get there. Many hotel chains now have green initiatives that even give you the option of reusing your sheets and your towels, and we all kind of know that. You can request, you can actually download if they don't have them, but you can download a green hotel initiative guest request card. The website that I have is ceres.org, and you can actually hand it to the desk clerk when you check in, and it lets the hotel know that you don't need your towels and your sheets changed every day, and you don't need refills of your shampoo, and all that kind of stuff.



Camping: camping is my favorite because I was a big camper when I was little, but when I was little there wasn't graffiti all over the place, and now it's just unbelievable what we've done as a society. We sort of have changed things, looking at the environment as our own trash can, but again it's back to your mindset. I don't think we need to avoid camping. I think part of what heals us is nature, and I think it's a symbiotic relationship; I think it goes both ways. Studies show that kids who grow up camping have a deeper understanding of the importance of protecting nature, so I think we need to get our kids outside, and we need to get them out in the world; we just need to tread more lightly. Teach your kids the idea of you leave the place better than you found it. You pitch your tents in common areas, you don't go off into the wilderness areas that are more fragile. You can also do eco travel. Go online again and you can go to Costa Rica or the Galapagos and see—countless places across the globe now are having green tours, a week in which we can sort of make the environment where we're going better than we left it, where you can volunteer your time and work with indigenous people, to help them with a water system, or to build some kind of a structure. There's all sorts of working environmental trips you can take and again, you can just look online.

AMY: Great; perfect. Thank you so much! I know that we've covered a lot of information. Thank you so much, Linda, I really appreciate you just giving and giving and giving; it's so wonderful. I'm curious, and this is something I'm asking all the experts, what do you most want listeners to take away from the call today?

LINDA: Just kind of putting green contact lenses on with everything that you do; looking at the world with a new sort of vision, and GenerationGreenTheBook.com really gives a lot of insight as to how to do that, and I think, you know, did you want us to say one homework assignment, right?

AMY: Yes, an inspiring homework assignment.

LINDA: I would say that if you are a meat eater, look at your level of meat eating and try to cut it in half. If you eat meats seven days a week, I would try to cut it to three and a half, and you don't do that immediately, but taper it down, but maybe have that goal, because meat eating, every study done has proven that the consumption of meat is one of the number one things that's causing global warming, if not the number one thing. Ahead of cars and factories and everything else, it's the consumption of meat and the way that we raise it, and the way that we kill it, and the way that we distribute it. I would say that for yourself and for the environment, that would be the number one thing to do, is lessen your meat consumption.

I would say based on everything we talked about today, to think about every day, just introducing those raw vegetables into everything you eat. Just starting thinking of peppers and cucumbers and carrots, and all these things as actual just food groups that you're walking around with. If you're having that pasta, you're having that sandwich, I would recommend an avocado sandwich instead of the turkey sandwich, but regardless, the more raw you eat with it, the easier it's going to be to get the energy from it, to lose the weight, and to feel healthy and happy and vibrant, which is the whole point.

AMY: Great, so decrease the meat and increase the raw.



LINDA: Yes.

AMY: Great, perfect. Thank you. I know that you have been so generous that you're willing to give away a copy of your book. The way that we'll do this, and we did this on Marci's call, so this is a copy of the book Generation Green: The Ultimate Teen Guide to Living An Eco-Friendly Life, so if you're someone that would like to have a copy and win that, you can email admin@wakeupcallcoaching.com and what we'll do . . . what number do you want? Something zero to twenty.

LINDA: Who, me?

AMY: Yes, choose a number.

LINDA: Do you want me to say it right now?

AMY: Yes.

LINDA: Seventeen.

AMY: Seventeen. Okay, so lucky number seventeen, the seventeenth email we receive at admin@wakeupcallcoaching.com, will win that book, so email us.

LINDA: It's great for adults, too. A lot of adults have told us that it's the easiest book on the environment they've read because it's not talking down to them, that it's very cool and fun.

AMY: Great; perfect. I always recommend—this has been so informative. Please do go: GenerationGreenTheBook.com and DreamItGreen.com. Visit and see more about all of Linda's work, and buy a copy of the book for yourself, for someone that you love, and then gift a stranger with the book, so that we can start having an even greener planet. Thank you so very much, Linda, for being on the call today and sharing all of this wonderful, informative, shocking information, truly. Some of it was shocking.

LINDA: I know, it's crazy, isn't it, and it's almost Earth Day, so it's good timing. Thank you, I really enjoyed myself.

AMY: Perfect timing; great; wonderful, and thank you all of you for being on the call today on the Women Master Teleseminar Series. Have an awake and vibrant day. I'm going to go ahead and take off mute so that you guys can say thank you to Linda. I always love it; that's my favorite part of the call.

LINDA: Oh, that's so fun.

AMY: Wonderful.