



The Women Masters Interview with Marcia Wieder

AMY: Welcome, welcome everyone to the Women Masters Teleseminar Series expert call with Marcia Wieder. Are you ready to get inspired? I really hope so. As most of you know by now, my name is Amy Ahlers and I'm the creator of the Women Masters, and also the CEO of Wake-up Call Coaching, and 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. I want everyone on today's call to view this call as a wake-up call, so you can step even more into your power and your genius. We know that challenging times are upon us right now, and I also know that there's an amazing opening occurring right now for you to step into even more meaning in your life, and have a more profound impact in your own life.

With that, let me just give a brief introduction to our expert today, Marcia Wieder, who is the CEO and founder of the Dream University. She is leading a dream movement. She has over 20 years experience in coaching, training and speaking. Her inspiring message style and wit have touched audiences from 50 to 5,000, at companies such as AT&T, The Gap and American Express. She's taught at Stanford Business School. She's spoken to executives in China. She's been addressing young women at Girl Scout camps. She has an incredibly riveting style and she impacts audiences worldwide. She's actually the personal dream coach to Jack Canfield, stars in the movie Beyond The Secret with Bob Proctor, and is a member of the prestigious Transformational Leadership Council, along with John Gray and Marianne Williamson. She's appeared a whole bunch of times on Oprah, The Today Show; she's had her own series on PBS; she has four books that have been translated into numerous languages. Her newest is called Dreams Are Whispers From the Soul. One of the things I really want everybody on this call to take advantage of, is that Marcia has an amazing free gift opportunity. We'll be telling you a little bit about that and it is in the link for the reminder today, but I want to emphasize it because it is an incredible gift of ten free e-books. You can register to go ahead and download that gift at DreamCoach.com/gift. With that, let's go ahead and welcome—give a warm welcome to the amazing Marcia Wieder. Welcome, Marcia.

MARCIA: Amy, you are to be congratulated. You are obviously a big dreamer who knows how to make things happen. Congratulations for what you put together, and I'm excited to have this hour with all of these amazing people.

AMY: Thank you so much, and I'm so thrilled, as you know.

MARCIA: You know, in your intro bio, one word dropped out, so with all due respect I'm just going to repeat it. You mentioned, and his last name, for some reason, dropped out, that I'm the personal dream coach to Jack Canfield. So many people know Jack and he's such an extraordinary man. What I love is that hundreds of people have offered to be his coach, but I'm the lucky one, and I think as your probably finding out through these calls, that when we are generous with our service and our gifts, it comes back to us so many times fold. Jack was actually the creator for the Transformational Leadership Council, so I feel really honored that he lobbied for me to be on that, as part of that community.



AMY: Excellent. That is fantastic and yes, I'm glad you repeated it. I didn't know that it dropped out and yes, what a gift. My gosh; I always love all the clients that I'm coaching and it's so fun because we're always coaching ourselves, aren't we?

MARCIA: Yes, exactly. I'm saying the things to them that I need to be saying to myself, so I would say, for all of the amazing mostly women, but also men that are on this call today, I just want to say thank you for carving time out of your incredibly busy live. Our commitment, both Amy's and mine, is to give you as much value as we possibly can, so that this hour is really, really worth your time. People usually take a lot of notes during my talks, because I try to give a lot of really, really good, usable, practical content, interspersed with inspiration and some fun stories. If you're at your computer or maybe you have a pad of paper, prepare to write, if that will serve you in your process.

AMY: Excellent. Dream Movement—you're leading a dream movement. Tell us about that.

MARCIA: The reason we call it a dream movement is because it's not enough, especially nowadays, to be talking about or thinking about your dreams. You need to be taking action and with one step forward on your dream, on your goals, on the things that matter to you most—and we're going to talk a whole lot about that here on this call—with one step forward, you're in action. New resources become available to you; new perspective is available. With one step forward you prove to the world, and maybe most importantly, that you're serious about your dreams. I've been blessed; I've been a columnist in the San Francisco Chronicle, it's pretty cool, the fourth largest paper in the United States, writing about positive information, and through that we've launched the Great Dream Challenge, where people would go to my free community, which is AmazingDreamers.com, they would post what their dream was, they would ask for help and support, and resources and there's about 7,000 people in that community, all over the world. People would support and help them, but probably the most valuable thing that happens is that when we put a stake in the ground, when we actually say, okay—what I call a wow—within one week, this is the action step that I'm going to take to demonstrate that I'm more committed to my dream than to any doubt, fear or reality. People who do that and put it in writing or tell somebody else, or share it with their coach, or their family members, are like 1,000 times more likely to actually do something about it. The Dream Movement is literally—and I want to say, if you're on this call, you've already taken a step toward demonstrating that you're serious about improving your life, making the world a better place, or achieving or accomplishing whatever dreams are important to you.

AMY: Excellent. So everybody that's on this call that has a dream, and I would say that's probably 100% of the people on this call . . .

MARCIA: . . . are already in action, and I think it's really important, especially during these challenging and uncertain, and sometimes frightening times that we're living in—we're just living in crazy times. Some people could say, well Marcia, this isn't a time to dream, this is a time to be realistic. Trust me, I'm an advocate of being realistic at the appropriate times and in the appropriate way. For example you have to know where you are in order to design the strategy for where you want to go, but the question is: what has being realistic cost you? It can cost you your passion, your dreams, your faith. It's been medically proven that people



with passion and dreams actually live seven to ten years longer, so disconnected from our dreams, and by the way, we see people prematurely age when they have gotten laid off from their jobs, when we retire, when we experience an empty nest, or when we stop dreaming, the brain sends a message to the body that it's no longer needed, and people start to mentally or physically self-destruct. The cure for this syndrome has to do with passion and dreams, and Amy, I just want to define what I mean by dream. I think it's important that we get that in early.

AMY: Great. Please, and I just really want to emphasize to everyone, go to AmazingDreamers.com and register your dream, so that you can put that stake in the ground, and so that you can have the community and the world rise up to meet you in that challenge. So yes, tell us.

MARCIA: Yes and let me just say something about the community. TO get the free gifts, the ten free e-books, and we'll talk more about those, but those are available right now, on the call. Go to www.DreamCoach.com/gift. All you have to do is put in your name and email; boom, they're going to arrive immediately, everything from finding your dream to believing in your dream, to creating a new relationship with money, to overcoming failure. They're very, very valuable and rich and easy to read, and you're welcome to share that URL. Rather than forwarding the books, please forward the URL. Amazing Dreamers takes a little bit longer to join because you have to set up a profile, and that's how we keep spammers out, so our community really is recognized and respected for being the largest community in the world that is solely dedicated to helping people achieve their dreams. On that note, what do we mean by a dream?

AMY: Yes. What's the difference between a dream goal and a fantasy? Tell us?

MARCIA: Yes, great question. A dream is simply something that you want, right, and where dreams come from is you make them up. Some of them are based on need, like putting food on the table. Some of them are based on desire, maybe to write a book or to live in a foreign country, or travel the world—that's a big one—but the dreams that come from your purpose, that are aligned with your mission, are usually the most profound. I just want to say that standing in your purpose, and we'll talk more about this, the quality of your dreams and the quality of your life will change. Now Amy, you asked a great question: what's the difference between a dream and a fantasy. In a dream you can design a strategy for making it happen. In a fantasy, like winning the lottery, there's nothing that we can do to make it happen, but there's a funny paradox. If we never go to strategy in the planning process, the dream remains just a dream, or a nice idea, or a fantasy. However, in my travels around the world, what I have found is it's not that people never go to strategy, but rather we tend to go there too soon. The realist inside of us wants to know where are you going to get the time and where are you going to get the money. In the early phases of dreaming you may not have it all figured out, so what I have found is if we go to strategy too soon / we're overly realistic, what we often do is we compromise our dreams down to what we realistically believe is possible, or down to what we know how to accomplish.

AMY: Right.



MARCIA: Amy, in the Women Masters Series, you didn't do that. You didn't know early on how you were going to get people like Marianne Williamson and Marci Shimoff and people like that, but you got clear about your vision, and because you didn't compromise on it, because you went for the big dream, we all said yes.

AMY: Right.

MARCIA: I get asked every day to do teleseminars and you have to be somewhat selective; there's only so much time in the day. When I saw what you were doing and what you were creating, and the big vision, I said, hey, I'm all in, and it really is a skill to develop, the ability to talk to anyone, anytime, any place, about your dream in a way that inspires them, or about their dream in a way that encourages them to take the next step. I'll just throw in here, very quickly, one of our most popular Dream University programs is called How To Be An Inspiring Speaker, and the goal is exactly that. Imagine how your life would change if you could talk to anyone, anytime, in a way where you inspire them to get behind you. There's a skill called enrollment—four steps, really quickly. One is you establish rapport; without rapport you're not going anywhere. Number two, you build value by asking good questions and understanding why the other people would want to be part of it. Step three, you overcome objections by doing more of one and two; one and two is establish rapport and build more value. That's how you overcome objections. Step four, you secure an agreement. When you become masterful at inspiring people to join you, the obstacle around not having enough money often disappears, because people will want to invest in you and invest in your dreams. I always say if you want to become masterful at manifestation, become masterful at enrollment, where you can share your dream and other people get behind you, which is exactly what you did, Amy.

AMY: Great, well thank you. So four steps: rapport building, value by asking good questions, overcoming objections, and you go back to the rapport building and adding value in order to overcome those objections, and then securing agreement; four steps.

MARCIA: Yes, what next step are we going to take together. I love how you're encapsulating it, you're feeding it back and reflecting it so people can hear it many, many different ways. At the inspiring speaker program, you know, it's funny, the biggest mistake I ever made as the speaker, early on, was thinking because I was a good talker I'd be a good speaker. Over the years I went and I worked with people like the voice coach for Angelina Jolie and Pierce Brosnan, Arthur Joseph. I bring him in and he teaches rituals of powerful speaking. Patricia Fripp, who's helped people catapult their speaking careers, a humorist and storyteller from Saturday Night Live; Sam Horn, from the Maui Writers Conference. Five people come together for five days and half the people in the audience are either already professional speakers who want to catapult their speaking to the next level or people who want to become speakers, but many of the people in the audience are people who know that in order to be more efficient, effective, powerful and inspiring in articulating their dream, whether they want to be a professional speaker or not, these are skills that I would recommend to anybody. By the way, Amy, we're going to give a special on this call to anyone who signs up for either the dream coach certification or the inspiring speaker program. If they sign up this month and just simply put Women Masters, we're going to take \$500 off the tuition.



AMY: Oh my gosh; great!

MARCIA: I know you didn't even know; that was a little surprise.

AMY: I didn't; I didn't know that—wow!

MARCIA: If you go to DreamUniversity.com, click on workshops. I was just talking about the inspiring speaker program and later I'll talk a little bit about the dream coach certification, and how people can become a certified life coach this summer, in seven days, spending the week with me in San Francisco.

AMY: Oh my gosh, how great. I'll have to stop by. You're in my stomping grounds.

MARCIA: I love it; I didn't know you were right here.

AMY: Yes, in the San Francisco Bay area; I'm in Oakland.

MARCIA: Oh that's so much fun. Okay, let's get back to giving your people lots of content.

AMY: Yes and Marcia, I just want to say real quick that I ran into another friend of yours named Christine. We'll talk later about this, but she just had completed, a couple of years ago, your inspiring speakers, and was just blown away by it.

MARCIA: It's the most powerful program I've ever attended.

AMY: Great; awesome.

MARCIA: I mean, I don't lead the whole thing, but every year I go. I lead one day. I do all the marketing stuff and all the mistakes and all the shortcuts. People talk about it as the most profound program they've ever attended.

AMY: Yes. That's exactly what this gal said, completely unprecedented.

MARCIA: Thank you.

AMY: Just to go back, we talked about dream, we talked about fantasy. Tell us what a goal is.

MARCIA: A goal is only you actually put a due date to the dream. I might say, gee, maybe some day I want to sail around the world. That's a dream. By when, that's a goal. Eventually we do need to move the dreams into goals and projects. One of the places where dreams die is we put them, especially big dreams, we put them on our to-do list, like write a book. Write a book—Sam Horn talks about this at the inspiring speaker program—is one of those dreams that people talk a lot about and just don't ever get started on because it's too big. We have to break the dreams down into measurable goals or projects. I recommend projects that can easily be accomplished in one month or less. The reason for one month is it's a short enough period of time where you can keep your passion ignited, and we know that's the



juice, but it's a long enough period of time where you can actually produce a substantial result. In order to stay motivated, especially on big dreams or long term dreams, we need to see that we're taking action and we're producing results.

AMY: I love it.

MARCIA: The fantasy is like the lottery ticket—can't do anything about it. The goal is once you're clear about what the dream is, you know, really defining by when, what are the results you're going to accomplish. Dreams are spacious. Dreams allow us to step out of the gee, maybe someday. Really there's different levels of dreaming. People use the dream coach methodology. They use it for, certainly a lot of people use it for career changes, but people also use it for goodies—new houses, cars, things like that—but really, at a deeper and more profound level, it's really designed to answer a very confronting question, and that question is this, and I hope you guys will write this down. The question simply is: how do I want my life to be? How do I want my life to be, and the reason why that's confronting is because the next question has to be, if you're someone who lives with integrity, the next question has to be: what am I willing to do about it? I think a lot of us don't want to ask, how do I want my life to be, because we know we have to ask, what am I willing to do about it, and that brings up fear and discomfort. I will tell you, years ago when I was back in Washington, D.C. and I was in the White House meeting presidents, and I personally was president of the National Association of Women Business Owners, NAWBO, because I was president of that organization, volunteer, and in Washington, D.C., I was invited into the White House a lot and that's when I decided I'd better sharpen my speaking skills. What happened for me was I was living my life in fifteen minute increments—breakfast, lunch and dinner meetings—I was working all the time, and I asked that question: how do I want my life to be? The answer was: very different than how it is now. My view, from both my home and office back then, was other buildings. Now I'm in San Francisco and I'm looking out at the Bay Bridge, and I'm looking out at Mount Tamalpais; it's gorgeous. My boardroom is my garden. When the hummingbirds are starting to come back and the roses are starting to come out, it's very, very different. I will say, when I asked the question, it was like oh, gosh. I wasn't happy with my body, my work, my relationship, my bank account, my car, my home, and I remember kind of shaking my head, like ohhhh. I went on what I call a passion quest. Let me take a minute and talk about this; this is an important and kind of fun concept.

Passion really is the juice. It gives us energy, creativity, vitality. We look better, we live longer; very, very important. For many of us we're so mired in reality and busy living from our clocks and calendars, we don't even know what our dreams are. For some of us we don't even know who we are, and more and more I'm meeting people who are like me, who are at a transition or a crossroads, and I'm like, oh my gosh, all I know is what I've been doing, but it's no longer fulfilling, it doesn't make me happy, I feel older than I actually am, I feel tired. This is not how I want to live my life. So I said hmm, what am I willing to do about it? I went on this passion quest. A passion quest—two important words—is when you take a period of time and my friends, you do not have to put the rest of your life on hold to do this. It could be a weekend, it could be a week, month—I have somebody who did it for a year, and at the end of the year made a complete career shift, from working for corporate America to becoming the CEO of a women's museum in San Francisco, so complete change, but it doesn't have to



happen overnight. The idea of a passion quest is that you're out in the world, paying attention to what matters to you, what moves you, what excites you, what makes you happy, even what frustrates and angers you. If we look at Mothers Against Drunk Driving, there's an organization that sprung out of somebody being very passionate about something that they were very angry and rightfully disturbed about. I'm driving home, I'm in Washington, D.C., and I'm in passion quest mode, which means my antenna is up, and I'm looking for what's my next thing. I'm really looking for, at one level, who am I now? Who am I now? What is it that really resonates with my heart at this time in my life? I'm driving around and I hear a commercial come on the radio for the Make A Wish Foundation, and something inside of me kind of went zing, and because I was in quest mode, I followed that zing, and that night I went to a meeting of volunteers for the Make A Wish Foundation. We're five of us, we're sitting around a table, exposed light bulb, peeling paint off the walls, nonprofit land, but of course the work that they were doing was priceless. We were talking about how we were going to raise money to send one child to Disneyland and get another little girl a puppy dog. That night I left the meeting, I went out to my car, I put the keys into the ignition, and I started to sob. Amy, I was just sitting there in my car crying, because I had been so inspired and moved by who these people were and what they were doing, and I knew, at some level, that was my calling in life, and that was 25 years ago. Since then my life has been completely dedicated to helping people and companies—personally and professionally—get clear about what their vision or dreams are, overcome the obstacles, and then, of course, design the strategies and shortcuts to be able to accomplish those dreams with greater ease. But it all happened with that passion quest.

The other thing I want to say to everyone on this call is that for many of us, in order to create a new dream, or to think about creating our future now, regardless of the state of the world, what many of us need to do is we need to quit something. We need to say no thank you to what's no longer true. It's like sometimes you don't have a choice. When the kids need you or you're under deadline at work, you don't always have a choice, but when someone asks you to do something, if you don't have to do it, you don't want to do it, consider saying no thank you. Clear away some clutter, because as we say no more to what's no longer true, we can say now what, to really matters to us and what will bring us more joy and fulfillment.

AMY: Wow. Okay, so I just want to highlight and emphasize a few things, because I know that there may be some people on this call that are in that position that you talked about, that you were in when you asked that question. Everybody on this call right now, go ahead and ask yourself, how do I want my life to be? How do I want my life to be? If your answer is extremely different than it is right now, you're homework is to go on a passion quest. The think I love about this, Marcia, so much, is it doesn't take you getting on a plane and spending \$3,000 on a vacation. This is something you can do in your life right now, by just simply deciding, what am I passionate about on a daily basis, paying attention to when those juices flow. I love this, and then I love the question, what am I willing to do. I love that that question is not what should I do, but what am I willing to do—such a different question. My god, worth every penny, and this is free, so I don't know; wow, I'm just blown away by all this incredible, valuable information. Wonderful, wonderful.



MARCIA: I want to add to it because it's so wonderful to hear you reflect back and capture. Most of us live our lives from our clocks and our calendars. Somebody asked you to do something, you open your calendar to see where you can squeeze one more thing into an overscheduled life.

AMY: Right.

MARCIA: The dream coach methodology is literally designed to help people turn their lives right side up, so that some day soon, when you open your calendar—because you've said no thank you, you've cleared away the clutter, you're scheduling more things that you love, that you're passionate about, and that are the expression of your heart and soul—some day soon what you'll see when you open your calendar, are actually the activities that are moving you forward on the projects that are the expression of your dreams, all of which are aligned with your purpose. That's what living on purpose, or living a dream come true life is about. But let's also make it really simple for people. Let me give you—there's a whole ten step dream coach methodology—but for the sake of time here, let me give you, very simply, instead of the ABCs, let me give you the CBAs. This is a tried and true, proven methodology that works on any dream. The shortcut method is C), get clear about what it is that you want. For most people that's the hardest step, but remember, standing in your purpose, the quality of your dreams will change. B), believe in your dreams. I would say your attitudes and beliefs are never neutral. They're either moving you forward or holding you back, but what a lot of us forget is we choose what we believe, and here's my tenet to what I stand for. Can you believe in something, your dreams, simply because they matter to you? Not because there's guarantees, promises or assurances. Can you believe in your dream or dreams, simply because they matter to you, and then prove that you really do believe in them by, and I would come to A), taking action? Like I said, you take dreams, you break them down into projects, but every day do something to prove you're more committed to your dream than you are to any doubt, fear or reality. We'll spend more time here talking about fear, doubt and other obstacles, but I want to say something that's not incorporated into the shortcuts I just gave you. I want to add one more piece of dream coach technology, if you will.

We have the CBAs—get clear about what you want; believe in yourself and your dreams; prove that you do by taking action. That's kind of it in a nutshell. But the first step in the ten steps of the dream coach methodology, and by the way, if you want to see all ten steps, if you go to my website, both places, DreamCoach.com or DreamUniversity.com, whichever one's easier for you to remember. Also in the upper right hand corner on the home page, you'll see the signup for the ten free e-books, which is like a \$150 value, so make sure you take advantage of those. If you go to DreamCoach.com and click on certified dream coach, you'll see, on the top third of the page, it says dream coach process in red. If you want all ten steps you can just print that out and you'll have it. Also if you're interested in coming to the dream coach training that I'm leading in July, which is the most profound way to really get this work, is to come spend a week with me, you'll also be certified to offer it to other people and make money doing that. We teach you how to actually turn it into a business. We are certified for the International Coach Federation and we're one of the few places where you can actually become a certified life coach in only a week, and that's because it's a content specific program, and the content we're teaching you is what I'm talking about here, so you'll have all ten steps.



What I want to address, because it's so critical, I want to address steps one and two, because the CBAs aren't in that. Step one is setting an intention, and we know the power of intention. It has, really, to do with the rudder that steers the course of your life, but step one, I have found, is pretty much sometimes worthless without step two. Step two is about living with integrity, and I want to say that these two points—intention and integrity—together form the core building blocks for manifestation. We know the road to hell is paved with good intentions. How do I know? I'll say I'm going to—my big dream is to get healthy and physically fit, and my intention is to go to the gym three times this week, and I never go. Right? Every time I do that, I'm eroding self trust, so I wanted to show you that in order to dream big dreams, you need to be willing to take risks. In order to take risks you need to believe in yourself, and one of the those things that will have you deepen your self trust or erode it is your ability to make and keep your agreements with yourself, and obviously with others, but better doing it with others; that's why coaching is a multi billion dollar industry. To keep your agreements with others, to keep our agreements with ourselves, and at a spiritual level, to keep our agreements with god, which, for me, has to do with living on purpose and really manifesting the dreams that are aligned with your heart and soul. For me, let me say it slightly differently, that if I'm continually saying that I'm going to do something and I don't do it, I'm eroding self trust, so that's going to make me doubt myself. That becomes food and fuel for the doubter that lives inside of us, but the opposite is true as well. Every time you say you're going to do something and you do it, you deepen your self trust, which is going to give you greater confidence to take greater risks. Intention and integrity together has to do with living in right relationship, and let me just say that, you know, that integrity without compassion can be very righteous, so this is not about beating ourselves up. Right, Amy? You would agree with that, right?

AMY: Oh my gosh, yes, and there's a balance, isn't there, Marcia, between being in balance and really looking at where am out of integrity with myself.

MARCIA: That's the big piece.

AMY: Everybody on this call right now, I just want to pause for a second and just have people take a look at that for themselves and say, where am I out of integrity with myself? Not in a punishing way but in a curious way.

MARCIA: Let's give some examples. If you're constantly complaining about something, chances are you're out of integrity with yourself. If you have a job that you hate, and I understand that there's the reality of paying bills, but you could begin the passion quest process and say, you know, if I could do anything. Really, my dream is to be paid well for doing what I love. Many people come to the dream coach process because they love the idea of mentoring, coaching and helping other people, and we give them a workbook, we give them a manual. You can imagine a week with me, taking you through this process while teaching you to take others through it. Some people go on and become coaches and some just take it back to their family or their church, or their community, and sometimes companies pay for people to come, because we also have a business version called Create Your Vision. So you're out of integrity with yourself if you're judging your body, and it doesn't mean that the integrity is to lose weight or get in shape, it's really to find this compassion for yourself. You're out of



integrity if there's something that's been left incomplete, unsaid or undone in your life, that's causing you suffering. It's a big piece. We do a lot on this at the dream coach process, but I just want to say people often don't make these connections—well, I want to create my future, what does that have to do with integrity? Well if your past has skeletons in the closet and your energy is mostly about looking over your shoulder, how can you look ahead, or how can you clear some space, which is really what's necessary in order to manifest and create. We need to say no more and no thank you. For some of you, you're out of integrity because you're so stressed out and you're over committed, and what will put you back in right relationship with yourself is to take a day off for yourself, or at least an afternoon for yourself, to take some time to empty, to slow down. I go away a couple of times a year. I try to at least take a weekend and sometimes I'll take longer, and I'll go into retreat space, where I might paint, I might sleep, and I'm unplugged from the world, and that's really how I heal and nurture my own heart and soul, is by emptying.

AMY: Great. Really great; I love that.

MARCIA: People hear integrity and it's such a loaded word for a lot of people, but what I want to do, the point I want to make, and then I'll be quiet so you can sum up everything again, Amy, the point I want to make here is to hold yourself with compassion, but also to be more committed to your dreams than you are to any doubt, fear or reality that's no longer serving you. To really look and see where are you saying one thing but doing another, and you're at cross purposes, or where are you saying you want something, but not doing anything about it. That takes us back to the dream movement because with one step we're in action on the dream, and proving not just to the world but sometimes, most importantly, to ourselves, that we're serious about making this dream come true.

AMY: Great. One of the things that really touched me that you recently said, with the CBAs, was having the courage to believe in your dreams just because it's important to you.

MARCIA: That's the most important point. We can't get off the phone right now.

AMY: Well, yes. I started welling up, to just have that much love for yourself, and be that much in integrity with yourself, and have that much self worth, whatever buzz word we want to put, but really, knowing that and believing that much in yourself, that just because it's important to you, you're going to believe in it. What a gift.

MARCIA: Let me just say that is a life changing practice—a life changing practice.

AMY: Yes.

MARCIA: The way to move from an old, limiting belief, and I'll tell you a cute, funny story here, unless you want me to pause more so you can reflect more back.

AMY: I just really want people to hear that on a deep, soul level.

MARCIA: I'm going to add on to it because it's so, so important.



AMY: Yes, please.

MARCIA: The way to move from an old, limiting belief that's holding you back to a new, empowering belief that will move you forward, because they're never neutral, at one level is simply about choice. But for many of us that feels like nothing short of a leap of faith, so for the rest of us to change from an old belief to a new belief, three things: willingness, the willingness to believe in the dream or the new belief, because it matters to you; the courage to act on it, so that it's not just a nice idea; then the ongoing practice of doing it again and again until it becomes part of who you are. But the daily practice literally, as you just beautifully restated, Amy, the daily practice is can you believe, or at least choose to believe in something, simply because it matters to you. But then act on it, whether it's make a phone call, an email, read an e-book, sign up for a class, meet with a friend for a cup of tea and share your dream—take some action to prove that you're not just talking about it, you're really doing something about it.

AMY: This is where coaching becomes so powerful, because then all of the sudden you have this partner that's asking you about that dream.

MARCIA: Exactly. What are you doing today to demonstrate you're more committed to your dream than to your doubt?

AMY: That's right, and whether it's a formal coaching relationship or I know for some people on the call funds are tight, so maybe you can't hire a coach right now, but you can enroll a really great friend that's also up to big things

MARCIA: Exactly, and we're going to check in weekly. We're going to hold each other. Coaching is literally about supportively holding each other accountable. That's really it. If you have somebody that you can be checking in with on an ongoing basis and say okay, this is what I'm going to do, and then we come back a week later and you tell them what you actually did, it increases your likelihood, like 1,000 times.

Let me say just a little bit more about this dreamer and doubter. Inside of us we have many different parts and two of them I have affectionately dubbed the dreamer and the doubter. The dreamer says yes you can, I believe in you—it's kind of like the voice of the coach—I believe in you, and sometimes we have to believe in our clients before they believe in themselves, but if you're on this call, at a certain point it's hard for other people to believe in you and get behind you on your dream if you're not believing in yourself. Don't get me wrong, we all have good days and bad days, but if you're showing the people around you that you're serious about it and doing something about it, they're going to be much more likely to get behind you. In the dreamer/doubter thing, I would say—oh here, a funny story. I was giving a talk in—you know what, I just want to mention to people, you can sign up for these e-books right now while we're on the call. I know we don't want you multitasking, but if you feel like you want to just take 30 seconds, because I'm actually seeing people signing up for them right here while we're on the call, so you just go to DreamCoach.com/gift, put in your name and e-mail. They're going to be waiting for you when we get off this call, and it's a way for



you to put a stake in the ground and say, I'm really serious about my dream, I'm going to take advantage of this and do something to show that I'm serious about my dream.

Anyway, I was giving a talk in Rome, and this woman came up to me with this really beautiful, thick accent, and she said to me, I love your talk, will you share one of your dreams with me? Well the funny thing about sharing our dreams is most of us don't want to, right? If I tell you my dream, by big idea, and by the way, not all dreams need to be Mother Teresa dreams; your dreams of quality time with your family is just as precious and is important. Your dream of being paid well for doing what you love—just as priceless and important. I'm grateful that there are people that have changed the world dreams, but no dream is too big and no dream is too small. She said to me, will you share one of your dreams with me? We don't like to tell our dreams because if I tell you my dream you might laugh at me, I might fail—what will you think of me? You might steal my idea; I hear that one every once in a while. But the really big reason I don't want to tell you my dream is because if I tell it to you, you might expect me to do something about it.

AMY: Right.

MARCIA: Which is why coaching is such a successful business and opportunity for people. We're much more likely to do something when we tell it, which is also the same reason we don't want to tell it. I looked at her and I thought, oh what the heck, I'm never going to see her again, I'm going to tell her a dream I've never told anyone. I said to her, my dream is to spend the summer in the Greek islands, writing a novel. She opened her purse, pulled out a business card and said, I have a villa in Greece; why don't you come as my guest?

AMY: I love it!

MARCIA: So I went, I definitely went, but I have to tell you, first I had to deal with the voice of the doubter, so imagine on the left side, left hand there's the dreamer and on the right hand is the doubter. You guys on this call, see if you recognize this within yourself. On the left side, the dreamer's like, we're going to Greece; it's a dream come true, handed to me on a silver platter. The doubter, on the other hand, is saying, I don't know, it's kind of far away and it's dangerous over there. The dreamer is saying, I'm not afraid, I'm going; it's just a plane ride. The doubter is saying, well who's going to run your business with you being out of the country? The doubter and the realist are in collusion, and the dreamer's like, well that's why I have Angela, I have a fabulous staff, I have people that can manage it. Then the doubter hits me right below the belt and says, well how's it going to look to your customers, with you out of the country for three months? The dreamer comes back and says, I'm thinking as a dream coach, it's going to look pretty darn good.

AMY: Exactly!

MARCIA: This type of schizophrenia, this is what keeps us procrastinating, this is what has us talk about our dreams but not do anything about them. Here's what I know: if you have not dealt with your own doubt—and I'll tell you in a minute here how you can—if you have not dealt with your own doubt and you meet another doubter on the road, their doubt will magnify yours.



But if you've dealt with your own doubt and you meet another doubter on the road, it becomes the opportunity, by contrast, to actually deepen your commitment and your conviction to your dream. So somebody's saying, you can't do that, imagine, instead of being afraid to talk to people because of what they might say, you stand up tall and you say, well this is my dream, I'm passionate about it, and just watch me now.

One of the ways that you can deal with your doubts and fears, and I don't know anyone else who teaches this, but I believe that every part of us serves a sacred function, so I teach you to interview your doubter. If you turn the voice of the doubter down, it becomes the voice of the realist, and as I said earlier, the realist basically wants to know what's the plan—where are you going to get the time and where are you going to get the money? But in the early phases you may not have it all figured out, so what I would say is before you turn the voice down, hear from the voice of the doubter. Your doubter will give you your list of obstacles and all obstacles are either an internal job, something that you believe, or an external job, something that requires a strategy. All obstacles fit into that category. It's actually a life changing moment in my workshops when people realize that what's stopping them from pursuing their heart's desire, their dreams, or making changes in their lives, is often something as small as a limiting belief that they don't even believe anymore. Wherever there's an obstacle you can simply design a strategy for managing it, but the number one way that we sabotage our dreams is we project our fears and doubts into the dream, with three little words: but what if. But what if I fail? But what if other people are right? But what if I can't make a living? But what if it's a bad idea? Instead what we need to do is separate out: what's your dream; what is it you really want—those great coaching questions—if time and money weren't issues, if you had the support of the people around you if you were truly living in integrity with your heart and soul and purpose and mission, what would you do or create? That's the dream, and then on a separate sheet of paper, what's the reality? What are the doubts and fears and obstacles and limiting beliefs? Then the bottom line becomes which one are you more committed to, your dream or your doubt, fear, or reality? Then you get to prove which one you're really committed to through the action that you're taking, or not taking, every day. That was a whole big piece, wasn't it?

AMY: Yes, that was a whole big, really valuable piece, so let's walk through this just for a moment, because this is great. The dreamer versus the doubter—I really got those two voices and I know, especially from coaching for all these years, it's the human experience. When the doubt becomes really strong, and that's going to become especially strong when you start giving voice and answering those questions, like how do I want my life to be, what am I passionate about—really going those places and getting out of those comfort zones, the doubt's going to come up strong, and just tell us again the exercise for getting through and dealing with that doubt.

MARCIA: Yes, interview the doubter. Sit down with a journal and you can do it as—some people do it as the doubter writes a letter to you, so mine would be Dear Marcia, not me writing a letter to it—it's been hearing from me for a lifetime—but for me to hear from it, for me to actually honor that this is part of me; it must have wisdom or insight. It's the same way I have people work with fear, so you can do it in a letter format, or some people like to do it like they're writing a play. Mine would be M for Marcia and D for Doubter, so Marcia, I might write:



Doubter, I'm listening to you. What's up? It might say, well it's about time you're listening to me. Really the practice is not to judge it, but to actually welcome its wisdom, so I might say, Doubter, I hear you have some issues and concerns about my dream of starting a new business. The Doubter's like, you bet I do; now that you're listening, here's the list. Then I thank it and I go through the list of obstacles and all obstacles are either an internal job, something that I believe about me, my dream or about life, and then there's inner work to do, to change the limiting belief, or there's something that simply requires a strategy or plan, and some obstacles can be both. It really is this process of teasing it apart and in the e-books that we're giving to people, especially the one on believing in your dreams, I walk them through this process in even more detail.

AMY: Great. This is so great.

MARCIA: It's life changing. The dream coaches that I've trained—I've certified now close to 1,000 dream coaches from all over the world—people come in and they're like, you know, I don't know if I can be a coach because . . . and they have their list of reasons. I'm not blank enough—we have inadequacy—I'm not old enough, young enough, smart enough, experienced enough, or they have their issues around scarcity—I don't have the time, I don't have the money. Once they make the commitment and actually come to the training, that becomes their lead story, in their own minds and to prospects and clients and the people around them. It's like, whoa, I didn't believe it was possible and I did it anyway. It becomes a conversation that can literally rewire your circuitry and that's why we work out for people—we do four payment plans, so remember guys, if you're interested in coming to the dream coach training, if you sign up this month you'll save \$500 and we'll do a four month payment plan to help stretch it out, but what we do instead, Amy, we kill of the dream before we ever explore the possibility. The realist in us comes in and says, I don't have the time, I don't have the money, I don't have what it takes. One of the things that people get at the dream coach training is I actually take them through a process to change their relationship to self trust, because when we believe in ourselves, we make different choices and we show up differently, we speak differently, people relate to us differently; life changes. I'm looking at dream coaches who I just certified, who are getting clients. Within a week, one client; within a month, three clients; full coaching practices. We have a saying called dream coaches get clients because a lot of the coaches in the world are great coaches, but don't know how to get clients, so I teach you how to speak powerfully, in a way where people take you seriously and want to be closer to who you are and what you're doing, whether that's coaching or whether that's speaking or whether that's any dream that you have in the world, because the skill set really is the same, and it's the same skill set for your personal dreams as it is for your professional dreams. Living the dream come true life means you really looked at your personal dreams, your professional, your relationship, your health, your financial, your community, your spiritual, your family, your fun dreams. It's really a question of how do I want my life to be, and as we talked about, what am I willing to do about it? We think we're not able to do something, so we compromise the dream down to what we realistically believe is possible, then our dreams simply become another thing on our to-do list that we're not really passionate about. Instead let's get clear about what we want. Let reality do what it does. As I said, it's called good days and bad days, but ultimately demonstrate that you're serious about your dreams by taking action, and that's really how we transform not only our



- lives, but the lives of the people around us. I want to just go on record as saying it's never been a more important time to go for your dreams, but it's not a time to be talking about your dreams and not doing anything about it. That erodes self trust and that just feeds the doubter voice even more, so this program is all about getting clear about what you want, believing in yourself and your dreams, and taking action.
- AMY: Great. Yes, that's right, because I know a lot of people—it isn't just about sitting at home and visualizing what you want. It's about actually taking action, isn't it?
- MARCIA: Yes. I'm in a new film that will be released shortly called Beyond the Secret with Bob Proctor and Les Brown and it really is, you know, what are the action steps? The Law of Attraction is a very, very powerful process, but it's not enough for us to click our heels together and say, I do believe, I do believe, I do believe.
- AMY: Right.
- MARCIA: We need to prove that we believe by taking action. It changes everything, which is why so much of this comes back to an integrity conversation. Are you taking action to prove to yourself you're serious about it?
- AMY: The thing that I've noticed, Marcia, in my own life, and in my clients' lives, is when they get really clear about that life purpose and they have those goals that are then connected to their life purpose, action feels completely differently.
- MARCIA: Yes, less effort, less will. There's actually greater ease, typically. I would say to live on purpose requires three things. One, that you have a spiritual practice, whatever that is for you, whether that's prayer, meditation, music, dancing, painting, walking on the beach, but a spiritual practice where you can get quiet, still and hear that deeper wisdom voice beneath the ego. Number two, and I'll come back to the ego piece in a second, number two is that you know what's unique and special about you, and critically, number three, you find a way to be of service with it. Live on purpose by really knowing who you are at a soul level. Number two, really acknowledging your unique gifts and talents—we all have them. Number three, to find a way to be of service with them. One of the things we do at the dream coach training is I bring in a few guests, and one of the people I bring in is a fellow named Tim Kelley, and Tim comes in for a full day. He's quite a success story. He calls himself a Marcia Wieder success story, because at my dream coach training he found his purpose, and he wrote a book called True Purpose, which is all about distinguishing between your soul's purpose and your ego's purpose, so he comes in for a full day at the dream coach training, to help people really be able to discern who am I really, not just at an ego level. By the way, the ego's an important part of us, but life changes when your ego becomes in service to your soul, as opposed to just being in service to itself, also known as just keeping you really safe and small. It's pretty profound. I also bring in the woman who's president of Coach & Grow Rich, and another woman who teaches you how to use speaking and writing to get clients. If you're at all inspired by what I have to say during this call and feel like you'd love to come spend a week with me, in a small group setting, our next dream coach training is July in San Francisco, and make sure, if you sign up, we only have twelve spots left, so sign up now if it



feels right. Put in there Women Masters; we'll give you \$500 off the tuition, and also set you up on a four payment plan. That will help you be able to take care of it, but also you'll come out of there as a certified dream coach, and we'll teach you how to get clients and two clients will pay for the whole training. It's very, very unique and I want to just say, for me, the most profound way to really learn something is, obviously, to teach it. For me I'm not going to always be leading the training. I'm starting to actually train other trainers, having certified over 1,000 coaches, I'm really looking at the best of the best, so if you're wanting to do it, with me, the creator and the founder of this work, I invite you to take a look at it and go to DreamCoach.com, click on certified dream coach, make sure you print out, if you want the full ten step process, where it says dream coach process. You're welcome to print that out and you'll have it, and then the e-books, the ten e-books that we're giving away for free, will really help you drill down more into the practical action steps, so you can really put some of these principles in place, because we've talked about a lot already. We've talked about intention and integrity, together forming the core building block of manifestation. We talked about enrollment, which I don't talk about in the e-books, but I do teach in detail at both the inspiring speaker program and the dream coach training. No better way to get your message out and get clients than speaking, so I'll talk about it at both of those. We talked about enrollment, the four step process, about establishing rapport, building value, overcoming objections and securing an agreement for next step. We talked about how important agreements are as a core practice for building greater trust with ourselves, that in order to go for those big dreams or to make changes in your life, you really need to trust yourself, and it's your making and keeping, or managing and cleaning up the broken agreements that can really build that greater level of self trust, and have other people trust you, as well. This whole piece about making/keeping agreements is really important.

We talked about the CBAs, getting clear about your dreams, believing in your dreams, taking action on your dreams. I talked about how standing in your purpose, the quality of your dreams will change, and then we even touched on the way to live more on purpose is to really have a spiritual practice, to know who you are, to share your gifts with the world. We talked about passion questing, taking a period of time—it could even be this weekend—where you're just going to take some time for yourself to say who am I now? What is it that matters to me? We talked about looking at saying no more or no thank you, clearing the clutter, maybe even quitting something, if you have a choice and can, that's no longer in alignment with your heart and soul, and really looking at integrity from the inside. A lot of people talk about integrity as walking the talk. That's important, too; are you taking action on the dreams that are most important to you, and demonstrating that you're serious about them by moving forward? But it's also the inner you, living the life, that really is the life that you're called to live; that's integrity at a soul level.

Gosh, what else did we talk about?

AMY: We talked about how to deal with doubt; we talked about the dreamer versus the doubter; we talked about internal versus external. You gave us that great exercise of writing yourself a letter from the doubter, or write a play and have a dialogue with your doubter, so that you can get those obstacles out in the open and just deal with them once and for all.



MARCIA: Don't be afraid to ask the questions. People tell me that one of the most profound experiences is the dream coach methodology, and they can hire a dream coach. If you go to my website, DreamCoach.com, under certified dream coach you can hire a coach to take you through the process one-on-one; that's something else you can do, but people talk about that they're no longer afraid of the doubter, that it's no longer a fear monger. If you're in denial and shoving it under the rug, that's when it becomes really powerful, so to have a conscious relationship, to hear from it, then you can turn it down and the voice of the realist is an important part of the strategy part of accomplishing your dream. But if it's just overwhelming you in the dreaming process, it's going to have you compromising your dream and play small. You deserve to have joy and fulfillment in your life, and the questions that you're asking, in terms of how do I want my life to be, or even the questions that you're asking when you're interviewing your doubter—you'll get responses in direct correlation to the questions that you ask, and please, please, please take advantage of the free e-books—DreamCoach.com/gift, and a lot of you already have; I think over 100 people since we've been on this call, have already signed up for it, and it will still be there. The offers, the special offers that I offered, of \$500 off your tuition, both of the courses—the inspiring speaker program and the dream coach training—are held in the Bay area, just north of the Golden Gate Bridge, right near Sausalito, so the July dream coach training will sell out, it always does, and that's the last one scheduled for this year. Take advantage of the payment plan and the schedule, and also our how to be an inspiring speaker program is five speakers in five days. Everything, whether you're wanting to be a professional or not, this is the most profound program, and five speakers in five days, with the \$500 discount, and we spread that over monthly payments as well, so for a couple hundred dollars a month, that could be paid for, and we'll give you a little gift now to get you jumpstarted on it. We'll send you the MP3s from one of the earlier programs, so you can rock and roll, and not wait until October. Oh my god, Amy, I talked a lot, huh?

AMY: I know, you did, and I'm so grateful; thank you so much. I just want you to give our listeners—this is something that I'm asking everybody—first thing is, everybody on this call, a lot of information today. Choose one thing, one thing that you're going to go ahead and take action on, whether it's signing up for the e-books, whether it's signing up to get into the dream coach certification or inspiring speaker, any of those things, whether it's talking with a friend and going public with a dream that you have, one thing that you're going to take away from this call and act on. Go ahead and locate that in your mind, in your heart and in your soul right now, and then Marcia, give us an inspiring homework assignment.

MARCIA: You know, one thing that you're going to do today to demonstrate that you're more committed to your dream than to any doubt, fear or reality. For many of us the most powerful thing that we can do is actually get our dreams out of our head, to literally write down, you know, this is a dream that really matters to me and that I'm serious about it, so getting it out of your head and putting it down on paper. It could be a very simple—and also, adding to it, wow, I just want to say Angela Shin signed up, while we're on this call, for the dream coach certification training; I'm so thrilled.

AMY: Great, Angela!



MARCIA: Talk about putting a stake in the ground and making a commitment. What I would invite—Angela, I can't wait to meet you, I'm glad you got one of the spots, thank you. Those of you that are still thinking about it, this is the thing that you can do for inspiring homework: write out one dream, something that you really want, something that's important to you, and a wow; within one week, what action step will you take to demonstrate that you're not just talking about it, that you're serious about it, and for many of us, the single most powerful action step that we can take, after we've written the dream down, is to share it with someone else. You can go into AmazingDreamers.com; you can share it there. I read that, the dream coaches read that; you can get help and support for free in our community. You can write down maybe your spouse or a partner, or your coach's name. Those three things, I think, are one inspiring homework assignment: get the dream out of your head, be as clear as you can, put everything into the dream that you want, leave out what you don't want; number two, within one week what's an action step that you're going to take; number three, the name of a person that you're actually going to share this dream with. Keep taking action, and then repeat often.

AMY: Great. I know that we're two minutes over 1:00, so thanks everybody for staying on the line, we have a lot of people still on the line and I would love it if you would just say—I'm going to go ahead and un-mute—and say thank you to Marcia for this incredible call. Here we go; ready for the wave.

Thank you so much, everybody. Have a great week; talk to you next week.