



## The Women Masters Interview with Adryenn Ashley

AMY: Welcome, everyone to the Women Masters Teleseminar Series expert call with Adryenn Ashley. Are you ready to get inspired? I sure hope so. As most of you know, my name is Amy Ahlers and I'm the creator of the Women Masters, and I'm also the CEO of Wake-up Call Coaching, known as the Wake-up Call Coach. 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 that all of you can get inspired, remain motivated, have that positive mindset that's going to create positive things in your life. I want all of you on today's call to have this call be a wake-up call, so you can step even more into your power and genius.

To that end, I am delighted to welcome Ms. Adryenn Ashley. I personally love to call her the idea bunny. Yes, you heard me right. Adryenn is like the Energizer bunny. She is fantastic, she is the classic American story with a twist. She utilizes her unique talents to help others achieve their personal, American success story. She's built a media empire with companies as varied as 21<sup>st</sup> Century Pictures, ChickLit Media Group and Wow! Is Me. The very first film Adryenn produced was the award winning indie favorite Metal, about an average man's struggle to free himself from the poverty and hopelessness surrounding him, which is now celebrating its tenth anniversary. She is also the bestselling book author of Every Single Girl's Guide to Her Future Husband's Last Divorce, an insightful and comedic take on how women can plan and deal with the financial ramifications of marrying a divorced man. Utilizing her marketing and production skills with Wow! Is Me, she transforms everyday entrepreneurs into wildly successful business celebrities, and she is going to be talking to us today about how to be a yes. With that, please, everyone welcome, give a warm welcome to the amazing Adryenn Ashley. Welcome, Adryenn!

ADRYENN: Thank you. That was so wonderful.

AMY: It's so fun, isn't it, to hear all these wonderful people from all over the world, calling in to get some free inspiration. It makes me so happy.

ADRYENN: I think it was a brilliant idea that you came up with this. I've been listening in to the calls, and they've been wonderful, and I'm inspired.

AMY: I'm so glad; thank you, Adryenn. Yes, I'm inspired, too. It's my favorite day of the week. I get to talk to all of these amazing women experts, and I just really believe that the world is hungry for feminine energy and feminine expertise right now. That's one of the reasons I really wanted this to be about women leading women, and of course, we have our enlightened men on the call, as well.

ADRYENN: Absolutely.

AMY: Tell us, what exactly do you mean, be a yes? What are you talking about here? Talk to us.



ADRYENN: What I've experienced with my clients, when I first get a hold of them, is they are doubting Thomases of their own abilities. They have not embraced that every single one of us have our own unique talents and skill sets. We have something that we bring to the table that is valuable to other people, and we all have something. They don't look at themselves in the mirror and say, I'm special; I'm unique; I'm worth something, in terms of being able to come up with a product and sell it. They go, well what do I know? But we always find something.

The other thing is where they think, I can't do it, and I don't know if you've ever seen the movie Yes Man.

AMY: I did, actually; I recently saw it.

ADRYENN: Everybody should have to watch that movie because the point isn't that you say yes to everything. The point is say yes and figure out how. Say yes and explore the opportunities. Say yes, I would be interested in hearing more, at the very least. If your immediate reaction, if your gut reaction is no, I can't do that—why? Why would you think you can't do that? There's something that I'm going to be talking about tomorrow at the Prosperity Summit, and I'll give you guys a little preview here. There was a study done with monkeys. They took four monkeys and they put them in a room, and in the middle of the room they had a pole, and at the top of the pole they had bananas. After a while the monkeys got hungry and the first monkey goes and climbs the pole, and just as he's about to get to the banana, he's sprayed with cold water until he climbs down. A little later the next monkey comes up, and he's sprayed, the same thing, until they've given up. They won't even try to go for the bananas, no matter how hungry they are. Then the researchers take a monkey out of the cage, put in a fresh monkey who's never been sprayed. The monkey gets hungry, decides oh, look, there's a banana; I'll go climb the pole to get the banana. Before he even gets very far off the ground, the other monkeys are dragging him down, and pretty soon he gives up, and goes oh, well, I guess I'm not supposed to eat those bananas. He doesn't know why, but the peer pressure is so great that he doesn't do it.

They take out another monkey who's been sprayed with cold water, add in a fresh monkey, same thing happens. Pretty soon, all the monkeys have never been sprayed with cold water, and yet none of them will even try to go for the banana, and they don't know why. That's societal conditioning. We've all had some kind of conditioning like that, where we've been told one thing and it's been pushed in, and burned in so far. We don't know why we think that way, we just do think that way, and I need everybody to open their eyes and realize that might not be the truth. That might be somebody else's truth; it doesn't have to be yours.

AMY: Oh my gosh, that is such a powerful experiment; fascinating.

ADRYENN: Yes, and it was amazing because that is what society does to us. That's what the news media does to us. They're talking about economic doom and gloom and collapse, and what they should be saying is now is not the time to be pulling back. Everybody's heard the saying, more millionaires were created during the Great Depression than at any other



time in history, and that's very true. They don't finish that sentence. They don't finish that train of thought. They just say, more people became millionaires. Okay, great, how? That's what I go over in Cash Flow DNA, how do you do it? How do successful people spot the opportunities? Dissect the deals to avoid the bad ones. There's definitely a very clear thought process on this, and what I've learned, examining all the companies that really thrived during recessions and during the Great Depression, they didn't scale back. What they did was they stepped up their visibility. They were the ones who were spending more money on advertising, especially during the Great Depression. You had these big brands out there that, literally, cut their entire marketing budget. Their main competitors, like Proctor & Gamble, they kept advertising through the entire time, and they came out on top because the consumers felt abandoned by the previous brand. All of the sudden they were nowhere; their marketing message was nowhere; they weren't talking to them. It was like your best friend, all of the sudden, doesn't call you for five years. Yet this other person is there talking to you, communicating to you, making you feel comfortable, making you want to come to them, and then that brand loyalty extended after the Depression was over. You've got to think outside the box. You can't think, okay, everybody's scaling back, I've got to scale back. Don't go with the pack or you're going to get what they get, and who wants that?

- AMY: That's so powerful. Everyone on this call, take a look at where are you holding back? What's the banana that you want to go for that you keep getting pulled down from your peers, or from society, or from the doom and gloom message that's out there right now, and how can you go ahead and reach for it, and go for it, and go for your dreams, because there's an opportunity right now, is what I'm really hearing from you.
- ADRYENN: Absolutely there's an opportunity, and there are different ways to change the game, too, the status quo. The music industry has had to really, really deal with this lately because now people get music for free through free MP3 downloads or they're 49¢, or whatever. They're having to really change the way that they think about things, but if you go back, Jerry Garcia and the Grateful Dead, they were one of the first social networks. They changed the game way, way, way back, and if the music industry had looked to that earlier, they would have found something that they could have used ahead of time. Normally you go to a concert and it says don't videotape, no audio recordings, you'll be prosecuted, it's copyright infringement. They were like, tape away; swap the bootlegs. Then they created this culture of insiders, and as an insider you knew where you could go to get the bootlegs, you had a collection of bootlegs, you talked to other people who were collecting, and they just created this entire community. What they ended up doing was creating such brand loyalty that they made way more money on tee shirt sales and concert tickets. They'd go to the concert and they'd have a great time at the concert, and people would still buy the albums. That's what people don't understand. It's like when people send out e-books, and trade e-books of a bestseller, people still buy the book. There was a Russian who was a fiction writer and his sales were going down, and he was about to be dropped by his publisher, so he released his book in PDF on Kazaa, and all of the sudden, his book started getting traded, 100,000 times, 200,000 times, and his book sales went up and up and up. He didn't tell his publisher he did that, but he ended up staying with the publisher or getting a bigger publisher, I'm not sure, but his book sales went up tremendously because they



were passing around a free version. A lot of people don't want to read a book on their computer screen. They'll get to the first or second or third chapter, and then they'll go buy the book, because they want to sit in bed and read the book.

AMY: Right.

ADRYENN: Don't be afraid to give it away, is the underlying point here. If you hide your specialty, if you hide your uniqueness, and what makes you fabulous, and you keep it to yourself unless somebody pays for it, who's going to know about it? If you give it away, they're going to want more. Think of the crack dealer! Let's all be like crack dealers; they stand on the corner, they give you a little bit of crack, and you come back for more, right?

AMY: Yes.

ADRYENN: We can learn from that.

AMY: Basically what you're telling me, Adryenn, is we can learn from the Dead and the crack dealers, and we'll end the call here. Thank you, everyone!

ADRYENN: There we go. Interview your local crack dealer and say, how's business? Are you increasing your brand loyalty, and how are you pushing that?

AMY: You mentioned at the beginning that your clients have trouble saying yes to their own unique abilities, their own talents. What's the fastest way to identify what you're really good at, for everybody on this call.

ADRYENN: For everybody on this call, I want you to call up . . . you can start by doing it this way. You don't have to call them up, but the last ten times people called you and asked you for advice, what was it about? Nine times out of ten, it was about whatever it is that everyone perceives and believes and sees in you that is your special talent and your gift to the world, that nobody does it better than you. That's what they're calling you about. Whether that means that you are the person who can make your lawn the greenest, weed free, gopher free lawn in the entire neighborhood, and everybody's calling you, going, how are you doing that? Hey, there's an e-book for you; there's a membership that you can set up. There's all different things that you can do for that. I have people that are like, well, I am I W2H slave, and I don't really have any talent. I'm in their living room, going, really? You don't have talent? I'm looking at stereo equipment that's, like, worth more than the house, and you're telling me you don't have talent? I might be able to string a couple of those things together, but I couldn't wire that whole thing together. I wouldn't know how they go together. I wouldn't know what components go with what components, or what the best components are. That's a blog. Number two, that's an opportunity to set up an eBay store and drop ship, so you don't even have the stash in your garage. You're talking about just selling people the information, they love it, they believe in you, and then you have your wholesaler drop ship it to your client, and you just take a cut. That's free. So yes, somebody can do something. There's always something that you're good at, that you're better at than anybody else. This is what Jerry Garcia said; this is what I'm going to talk



about tomorrow: You don't want to just be known as the best of the best; you want to be known as the only one who does what you do. Which is why, when you were talking about chief idea bunny, there's isn't another idea bunny, let along another chief idea bunny; I'm it. There is no competition, in terms of what I do, because what I do is so different than what everybody else does. There's people out there who do marketing. There's people out there who do publicity. There's people out there who do business strategy and development, and strategic joint ventures, but there's nobody who does it the way I do it.

AMY: I love this idea of people paying attention to what people are asking them advice about, and getting that that's a strength of theirs, that's how the world is perceiving a strength of yours. Now what about if you're good at stuff, but you're not necessarily passionate about it, like maybe you're really great at setting up stereo equipment, but you don't have a passion. How does passion fit into this equation?

ADRYENN: Let me put it this way. You are never going to be really good at setting up stereo equipment if you're not passionate about it.

AMY: True; very true.

ADRYENN: It's not possible. I tried it. I had to call in somebody who was passionate about it, who just knew every little detail. You've got to think about it. People who play World of Warcraft, they're passionate about that World of Warcraft. You have to be; for certain things you have to be. There are people who are really good at doing collections—calling people on the phone and getting them to pay—who don't like their job. Okay, I get that, but what that translates to, the part that they are really good about, that they are passionate about, is connecting with people. Maybe they don't like having to connect with people and ask them to pay, but the connecting to people part is definitely a really good talent that they have. Now, what are they passionate about? What do you dream about? When you dream . . . if you got a year's sabbatical, what would you do? Heck, if you got a month's sabbatical, and money was no object, what would you do? Would you travel? Would you build a business? There's some of us that are just nutty like that. Like, oh, a month off, paid? Let me launch something new. But what is it that you would do? Would you spend more time with your kids, and if that's the case, then maybe you need to think about how you can do that as an occupation, or even just as a sideline that brings in some more passive revenue.

I do want to differentiate here. When people talk about passive revenue all the time, there's no such thing as passive, other than you stick it in a bank and it earns interest. You actually have to do a little something, you have to keep your eyes on it, so I would say it's more passive than totally passive—just wanted to sideline that in there.

AMY: No, I get it. I prefer the term recurring revenue because it really does speak to that it recurs over and over again, but you had to do something.

ADRYENN: You had to do something, yes, and you never want to let something go. You don't want to just set it and forget it, so that's why I tell people . . . because you have all these people out there who are saying, get rich quick, or set up laundromats, or whatever. Maybe you're not



passionate about landromats, and that can be a drag, when you've got to focus on that constantly. It's like your every waking hour is going to be devoted to something when you're starting it up, so if you're not enjoying it and you don't really like it, and you don't really want to know about it, then you're not going to be as successful as if it was something that you would do for free.

AMY: Great. So looking at what people turn to you already for expertise in, and then looking at what is it that you're passionate about, what do you dream about doing. If you had a month off, with pay, where would you be putting your time and energy and focus, and finding a way to integrate those two things together.

ADRYENN: Yes, it's the intersection, and that's the key right there, is what do you love to do and what are you good at, but then also, what is your experience and your skill set? I had a guy, and he was the one I came up with the whole stereo blog drop ship thing, and he goes, well, what if I don't know how to do a blog? I'm like, um, I have yet to meet a person who's into stereos who cannot surf the internet and find anything and everything, and every scrap of detail. You obviously know how to research the internet; that's really all it takes to do a blog. Come up with unique stuff and comment on it. What is your skill set? Look at your résumé. Pull out your résumé. What is it that you've been doing and what programs do you know? Are you more math or are you more English/writing based? Which way do you lean? What's more comfortable for you, writing the numbers or writing copy? Find those things, and then the intersection of all of that, then you look around that and you say, okay, I really want to do this. Then you have to do some research around there to find out where the buyers are. That's the missing step that usually isn't explained.

AMY: Right; got it. I want to go back for a moment to this idea of be a yes, and I know that you mentioned saying yes and then figuring out the how, versus saying no. I know, especially as women, I know that a lot of us have trouble saying no. Do you know what I'm saying, because women love to help.

ADRYENN: We say yes to everything, and we have no time.

AMY: Yes, so what's the difference here?

ADRYENN: The difference . . . how to explain . . . You're saying yes to yourself versus saying yes to everybody else, and leaving no time, energy or passion for yourself. You're saying yes to yourself first. You're saying I need private time. I need, literally, I wish we could take a poll: how many women on this call have no time to shave their legs?

AMY: Busted!

ADRYENN: Thankfully I have people that actually see me every day, and at least every few days I get tossed in the shower. It's like I can scrounge up enough time to shave my arm pits while my hair's being conditioned, but not enough time to shave my legs, because that's more of an effort; that's a bath. That's not taking care of me. I'm now calendaring in me time; this is what it's come to. To say yes to myself first, I had to literally block out time in my



corporate calendar, and say I'm not doing certain things, and I'm going to take the first hour of every day to do whatever it is that I need to do for me, whether that's go to the chiropractor, go to the acupuncturist, shave my legs, bake cookies with my kids, whatever it is; at least some time for me every day. For me, that's what I needed to say yes to, because that was the part that I was automatically saying no to. I was putting myself last and you can't do that. That's one part of it.

AMY: Yes. I really get . . . I'm all for women practicing, especially women, and men, too, by the way, but especially women getting that radical self-care practice daily, figuring it out daily. Yes.

ADRYENN: I am telling you, if there was a way to get every married person on this call to agree to not just have sex every day for 30 days, but actually take two hours and make love every day, that would be amazing. Their businesses would skyrocket; I guarantee it.

AMY: Oh my gosh. Okay, wait, so you're saying to me that every person that's in, married or in a relationship,

ADRYENN: Yes, there's too much extra baggage that goes along with that. I'm talking about you already have somebody you're sleeping in the same bed with. Take two hours every day and the two hours could be a little romance, a little candlelight, the dance in the living room that leads up to everything. It doesn't have to be two hours naked. I'm just talking about two solid hours dedicated to your relationship, because a lot of entrepreneurs, and especially a lot of moms, we put ourselves last, and things slide, and I've got to tell you, just do it.

AMY: Okay, 30 days, so everybody on this call, and you know who you are, that's blushing a little bit right now, nodding their head, thinking oh my gosh, 30 days, I couldn't possibly . . .

ADRYENN: You can; you totally can.

AMY: Oh my gosh, my husband loves you right now. He's listening in on this call, so I know he's going to be like, honey, you heard what Adryenn said.

ADRYENN: Yes, Adryenn said we had to; that's right. I'm telling you, you have to because we are just moving so far away from what's important, especially with all of the stress. Turn the TV off if you can; just try not to watch the news. Set it up in your Yahoo!, or whatever your homepage is when you go on the internet. Get the little snippets, the top ten, that's really all you need to know. Read the title; what's good enough. Your stress will go away. When you add on the 30 days of making love, more stress goes away, and all of the sudden, you find yourself totally grounded, you're more in your body, you make better decisions, you're more confident, you do these exercises about what am I good at, what do people think I'm good at, and you just find that you're way more creative and inspired. Really.

AMY: Great.



ADRYENN: This is why men love me, because I tell their wives to have sex with them.

AMY: That's great; I love it. Talk to us a little bit about these psychological barriers. I know that you know a lot about this, about what are those barriers that are making it so that people aren't open to opportunity. You just placed an opportunity on the table, right here and now, saying go out and make love every day for 30 days, and see how your life transforms. Now, all sorts of barriers are coming up for people. Talk to us about that.

ADRYENN: Well, I'll give you an example of how we are willing to do for others what we're not willing to do for ourselves. My mother worked at U.S. Leasing. She was a preschool teacher before, and single mother, on welfare, and needed to get a job-job, because she wanted to provide for her family—me. She took this job, she worked there for 26 years, and during that time she survived 26 layoffs by working really, really hard, keeping her head down, not making any waves, just doing an excellent job. She never wanted that for me. Her father was a postman who was, like, you work at one company for 50 years, you get the gold watch, you take your pension, and that's good. I'm thinking to myself, okay, I understand that Social Security will not be around for me. I understand that there's no such thing as pensions anymore; our companies are just not meant to operate like that. My mom understood that but she couldn't break out of the mold for herself, but she did give that gift to me. When she was done, at the end of her 26 years, when the company was sold and they were moving to Dearborn, Michigan, they offered her a job to move to Dearborn, Michigan. She didn't; we live in California, the most beautiful place on earth, we're not going to move, but she was like the last employee standing because she ran a half billion dollar Ford portfolio for the Ford company. She was the only person who could actually do that job, and the only person that Ford wanted to do that job, and yet she was paid about the same as a very high level secretary.

AMY: She was getting paid the same as a high level secretary when she was managing a half billion dollar portfolio?

ADRYENN: Yes, because she did not recognize that what she was doing was special or unique. She didn't recognize that her talent and her ability to communicate, and her ability to manage very complex contracts with 100,000 moving parts, with 20 different contact people, and keeping it all. She was an account manager, but they didn't pay her very much, and she never asked for more because she was afraid of losing that job. Her biggest thing, for her, was she wanted to make sure that she had that steady paycheck, that W-2 job, and we have so many people now that are in that W-2 mentality of they need the job security, but I'm here to tell you that is not the way of the world today.

AMY: It doesn't exist, right?

ADRYENN: It doesn't exist. There's no such thing as job security, and this is what I need people to understand. A W-2 job means you are abdicating your personal responsibility and self-reliance, you are giving it to somebody else and you are hoping that they run their company well enough to keep you employed, and give you that paycheck and those benefits. But you are not in control. Real security is knowing that you can go out today, this afternoon, at



latest tomorrow, and go out and make money to pay the rent, or pay the mortgage, or put food on the table. That's self-reliance. That's what's missing, and we're not teaching our children that. We're teaching everyone to just sit back and let the government do it, but that's not what's going to save us. That's not going to cure our economic woes right now. We have to get back to looking at what worked before. During the Great Depression, how did we get out of it? Entrepreneurs. We started getting . . . bootstraps. You've got a bootstrap, right? You can't just wait around and hope that somebody fixes it.

AMY: Now I have to say there are probably some people that are on the call right now that have a W-2 job, they're working for a company, and they love their jobs.

ADRYENN: Great.

AMY: Good for them, right?

ADRYENN: That is fabulous, but I need to know that they have an additional revenue stream that, God forbid, something happened to their industry and it goes away . . . look at the used car market. All of the sudden, new car sales went down. They cut new car interest rates to zero, so your monthly payment for a new car was the same as your monthly payment for a used car. Guess what happened to all of those used car salesmen? Boom, gone.

AMY: Right.

ADRYENN: No money; income went down 90%. You need to have another revenue stream, even if it's just a little one, that's going, so that you can always replace your income. Now there's a great story . . . this is how easy it can be, if you're creative and you can dream big.

AMY: And you're saying yes to yourself, right?

ADRYENN: When you're saying yes to yourself. Now this one happened accidentally, but it's just too cute of a story. I have to tell it. A woman, in 1994, got FrontPage, which is a web design software. This was back when internet was still in dial-up, so we're not talking high speed here. She wanted to practice making a web page. She lived in rural Kansas, in the middle of the prairie, and looks out the window, and all of the sudden a tumbleweed goes by. She designs a website called the Prairie Tumbleweed Farm, and she made up this story about third generation tumbleweed farmers, and they have their annual harvest, and now they've upgraded their equipment. It's hysterical. You ought to look at it: PrairieTumbleweedFarm.com. She made it up. She took a tumbleweed, she put it in the middle of her table, decorated it like it was a centerpiece, took a picture of it and then put it outside. They had friends who had big farm equipment and stuff, and they went and stood on it, with the hard hats, holding tumbleweeds; it was hysterical. She was just doing it as a lark. A couple of days later she got a phone call and somebody wanted a tumbleweed. She thought oh, well that will never happen again. A couple of days later she got two, three more calls. Now it's a \$70,000 a year website. She has not upgraded the website. The website looks exactly the same as it did then, 1994, the only thing that she added was a credit card processing, an online thing; that's it. You want to talk about more passive? She



made it once. It's the same website. She didn't upgrade it. The only thing she did was add the ability to do credit cards. In there she had said, we provide tumbleweeds to Rodeo Drive and to the \_\_\_\_\_, and this and that, and now she does. You want to talk about vision? That website was her vision board. Let me tell you, everything on it has now come true. She spotted an opportunity—look, nature provides tumbleweeds, they run by my window every day, there's no cost, the customer pays the shipping, it's 100% profit. Maybe there's a little effort to go out and rustle one of them, especially a big one. It might get tricky; they might try to run away. That's the kind of thing when it comes to spotting an opportunity. Now she could have said no when that person called to order, but she said okay. Then more orders came in, and she could have said no, that was just a lark, I didn't mean that to be a business, but she said yes, I'm going to make this a business, and she has. What are the opportunities that are presenting themselves to you every day, that you're either not noticing, ignoring, or thinking oh, no, that's just . . . Catch yourself when you go, oh no, that's just . . . that's just what? What is that, that you're telling yourself? That's just what?

AMY: Great. That barrier of just not even paying attention to all these opportunities that are knocking on people's doors all the time.

ADRYENN: All the time, exactly. All the time there's opportunities and people are just not open to the opportunity. That's the whole point of be a yes. Be open to the opportunity. I'm not saying you're going to take it, I'm just saying you need to be open to it, so you can at least see it, and have the choice of whether or not to take it.

AMY: I love it. I have a friend who recently wrote a poem, this beautiful poem, a hilarious, beautiful, wonderful . . . sent it out to her email list and the reaction that she got to this poem was unbelievable. She forwarded the poem on to a contact that she had in the literary world, a literary agent, and said, is there a way to profit off of something like this? Well yes, actually, there is, this is really great, well let's go ahead and hook you up with an illustrator, and let's go ahead . . . now, all of the sudden, she's in the middle of this book deal, all because she paid attention to the response that she was getting, and then said yes to the opportunity, and said, well, there must be some way.

ADRYENN: Exactly, and that's it. It's the yes attitude. I'm gifted that my mother raised me to believe that anything I wanted I could have; there was always a way. I always picture this big brick wall and I say, that's not an obstacle. That's an opportunity to get really creative. How am I going to get over it, around it, under it, through it. It's just a way to get creative, and that creativity and practicing that creativity is really what's going to be the most tremendous explosion in your life, because you're going to start seeing things that you never saw before. You're going to go, wow, there's more opportunity now than ever. You know what? It was always there; you just weren't looking at it.

AMY: Talk to us for a minute, about creativity. Obviously a lot of what you're saying here, Adryenn, is about thinking outside the box, is about getting creative, is about seeing an obstacle and getting creative, instead of saying, I'm done. How do people tap into their



creativity? What are some tools and tricks that you've learned over your years of being a creative person that can help people on this call get those sparks flying?

ADRYENN: You mean aside from the sex?

AMY: Right. Thirty days of sex, we got that, okay.

ADRYENN: No, really, that's pretty much . . . I'm kidding. That's pretty much the end-all, be-all creativity builder right there . . . To tap into their creativity, that's hard to describe for en masse.

AMY: For such a creative bunny like you, I'm sure, because one of the things that I just want to point out to people over here is to talk to other people. I think one of those obstacles that can come up for people is they see the roadblock, they know there must be a way around it, but they're so in it, they can't see the forest through the trees, so one of the ways I know Adryenn, is because I did an idea bunny session with her. I needed someone to say, in my business, to come in and spark that creativity with me. Hiring someone like Adryenn, you can read all about her on WowIsMe.net, is her website. You can book one-on-one consultations with her, and even getting into a mastermind group with peers of yours, with people that you admire, and starting to get those ideas going. I think so often we feel like we have to do it alone and creativity can be hard when it's not a muscle that you're exercising all the time.

ADRYENN: I think that's the key right there. I'm struggling with how is somebody going to get creative on their own, and you know what, you hit it—you're not. The fastest and best way is to do it in a group. Now for me, and the reason that I say that is, I don't know if people have taken the Myers-Briggs test, but I'm an ENTP, which means I'm an extrovert. Now, that doesn't just mean that I'm chatty-talkie. Extrovert means I process my information externally, which means if I am sitting alone in my house and banging my head against a brick wall, the only way to fix it is to call somebody on the phone, get somebody to come over, and talk it out. They don't even have to say anything. They can sit there and I talk, and I tell them my ideas, and based on my facial expressions I go one way or the other, whatever, but just having that person there and verbalizing what it is that I'm working on, or I'm struggling with, fixes it, and I come up with all sorts of ideas. I was doing PowerPoint, and I don't like PowerPoint and I never use PowerPoint because when I talk, I'm the queen of tangents, so having this PowerPoint structure just makes me insane. So I'm sitting there, going, okay, I've got this title, now what bullet? This particular thing that I want to teach the, how am I going to put that in a PowerPoint slide? Finally I just said, you know what, I'm going to use pictures. Each slide is a picture, and that way I can tell the story, they've got the picture in it, all I need is the picture to remind me what comes next, what am I talking about next. Then they're so focused on me, because it's just a picture; they're not reading. That suits what I wanted to do, but it wasn't until I was struggling with my PowerPoint and somebody said, well, you know, Tony Robbins just uses a visual stack, it's just pictures, and I'm like, there we go, that would be it; solution! Talking to people is the number one way.



I wanted to mention another thing. When you talk about your hopes and your dreams, and like what do you put on your vision board, and what you aspire to, and this whole Law of Attraction thing, really talking to people about it, you never know who's in the room with you, who's sitting next to you on the bus, and you strike up a conversation, or on an airplane. You never know who is going to be that one degree of separation to you getting your dream to come true. I have an example. I was at Marshall Silver's house—he's a speaker, he talks about prosperity and everything; he's speaking at the Prosperity Summit right before me—and he wanted a Tesla Roadster, which is the all electric sports car, and I had just gotten Tim Ferriss a ride in the Tesla, so I had the contact number of the person. One of my client's husband was the lead engineer, so he said he wanted a Tesla, and I said, you know it's a year wait list, and he said yeah. I said, what if it wasn't a year wait list? Would you want one tomorrow? He was like, yeah, so one phone call and he had one immediately, he didn't have to wait a year, only because he told people, I'd really like a Tesla; I want to manifest a Tesla. What do you want to manifest? If you don't talk about it, you can't manifest it if it's staying inside your body. You have to share it.

AMY: That's great, so let's make a challenge right now to everybody on this call, to talk to at least ten people this week about your dream. This is something we've heard a lot about on these calls. Marcia Wieder really emphasized it; Marci Shimoff talked about it with her Law of Attraction formula of intention/attention/no tension. That's what that intention piece is about. Have that intention, and then put it out into the world. We talk about it a lot in this series, so talk to ten people this week about your dream, and it can be the stranger on the bus, the person you're waiting next to in line at the bank, whatever it is, your best friend, your husband, your children, whatever it is. Ten people this week; I challenge everybody to do that, and just see what happens.

ADRYENN: You know what's interesting is you will find the things that come very easy for you to talk about, that are your hopes and your dreams, those are the things you're passionate about, things you want to share. You want to, not evangelize, but you're happy to talk to everybody about it, and tell everybody about it. When I find a new software tool that saves me 50% of my time doing a particular task, or whatever, I tell everybody. I am the world's best free advertising, for anybody that makes a great product, because if I use it, I tell everybody; It's just the greatest thing ever since sliced bread, you've got to get one!

AMY: Great, yes.

ADRYENN: So what is it that you want to do that you need ideas or inspiration on, and you can just talk to people about that, say well, I've been looking into this, or I'm aiming for this. You would be surprised how many people say I want to write a book. They tell me this, I want to write a book, and I'm like, really, great, what do you want to do it on, and we talk about it. Within ten minutes they've got the entire outline of how they're going to do it. I'm like, how long have you wanted to write a book? They're like, oh, you know, forever, at least, definitely, the last five years. I'm like, oh, wow, have you ever told anybody? No. You can't keep it to yourself. That is the number one dream killer, is keeping it to yourself, and part of that goes back to that fear of what if I say I want to do something and somebody looks at me like I'm crazy? I'm just going to call it out. I'm going to call it out, the pink elephant, point it



out, this is what it is that's stopping you: the underlying fear that someone else is going to think you're nutty, or you can't do it, or doubt you. But what you don't understand is deep down, you already know you can do it, and you're letting some outside influence—perhaps influence that maybe you can't. You need to trust your intuition and trust that you really do have the answer. You really already know the answer. A better way, if you still have those slight, little, I-don't-know-if-I-can-do-it, people tell you to do these affirmations, and I say don't do affirmations. One reason I say that is you need to ask a question. Instead of saying I am a beautiful person, say, how could I be even more beautiful? Or, I am a good person that serves my community—say, how could I serve my community even more, and be an even better person. You will give yourself the answer. You want your subconscious mind to be actively participating in the conversation. If you just keep force feeding it information with these affirmations, it's going to go, yeah, I'm bored. No, you already know all the answers, so how can I serve my community even more? Boom, you come up with an answer. You're automatically going to come up with the answer, and by saying even more, you're subconsciously programming yourself to say you already are. How can I become even more successful and contribute even more to my community? You're telling yourself you're already contributing to your community, you're already successful; how can you enhance it even more, and the answers will come.

I'm going to ask everybody on this call, I'm going to tell everybody what I did, and you all are going to do it, I guarantee it. My business partner doesn't cry at movies, she doesn't cry going to see \_\_\_\_\_, where everybody cried within the first fifteen minutes, she didn't cry, and you can't make her blush. There's nothing you could tell her that would make her blush. She lived in the Castro, she's seen it all. She's been to the Castro on Halloween, she's seen everything there is, there's nothing that could make her blush, okay? Nothing. So, my friend says, I can make her blush. I'm like, no, you can't. We had a bet. He just looked at her and goes, darlin' (he's from Mississippi), darlin', what would make you blush? Boom, she went to her happy place and blushed. Everybody should take a lesson from this. I couldn't make her blush; she could make herself blush. She answered the question. It was an instantaneous thing. Went to her happy place; blush. The answers really are right there. They're so close to the surface; they're immediately accessible; you just have to know how to tap into it, and that's the part about being a yes. You will figure out how. Just say yes, and you will figure out how, because then you're committed. I am doing this; what would be the best way for me to do this? Boom, the answer comes.

AMY: How do we adopt that yes attitude without saying yes to everything, even the stupid stuff?

ADRYENN: You're saying yes to considering things.

AMY: Great.

ADRYENN: You're not saying yes, I'll do it. That's why I'm saying watch the movie. If you haven't seen the movie Yes Man, it's hysterical, especially the dentures scene; I about died. You've seen the movie, right?

AMY: I have, yes. Hilarious.



ADRYENN: It's hilarious, but the point is, in the beginning you're training yourself to say yes, and then figure out how. You will know. A big part of this is trusting your intuition, because that's what I feel like we have programmed out of ourselves and society, that our intuition, we really do know it, and it's not just women's intuition. Yes, ours happens to be super sized, especially after we've had children. I'm not kidding you, I'll be on one side of the house and I'll go, hmm, go onto the other side of the house and my kid is about to do something that could kill him.

AMY: Yes, I so know.

ADRYENN: That's what intuition is and we all have it. The question is, can we develop it more fully, and yes, we can, because you have to start listening. Your body is telling you. Every single time you're about to make a decision, your body is telling you. You need to differentiate between is that fear that's the reaction, or is that run, run away, run screaming. You need to be able to differentiate the two.

AMY: Okay, great; good.

ADRYENN: And that's just practice.

AMY: So really tapping into your intuition and saying yes at the things that are going to make you blush, saying yes to the opportunities, that little voice in your head is saying, oh I couldn't possibly. Say yes to those, please.

ADRYENN: Yes, and you know what? Say no to the time wasters. Some may be a yes. What you are is you're going to be open to all opportunity; that's the underlying foundation to be a yes, be open to all opportunities. That doesn't mean you're going to take them all. You're going to dissect the deals. When that opportunity . . . you smelled that opportunity, you're going to maybe put together a deal on that, you're going to dissect it. You're going to find out, does that meet what you need for your lifestyle? Does that meet what you need for your wallet? Is that really where you want to go in the grand scheme of things? Now, there's another issue. There's two ways to get what you want, there's two requirements. You've got to know where you're at and you've got to know where you want to go. There is no way to draw a map any other way. I have people all the time that say, I want to do XYZ. I'm like, great; how are you going to get there? Well, I don't know. Do you know where you're at now? Well, not really. That's the number one thing. Where are you at right this very minute. Write it all out. What are you doing? Are you doing too much stuff? We just went through all my activities that I was working on, and we cut six of them and put them on the schedule for 2011, which killed me, by the way, just killed me. But one of them was a movie, and it's a four month shoot, and there's no way to do it. I want to do it now, I'm ready to do it now, I'm inspired to do it now, but I can't do anything else if I do that, so that had to be put off until 2011. You have to make choices about what you're going to focus on. That's the other part of being a yes. It isn't saying yes to everything. It's being really focused about looking at the opportunities that are going to get you to where you want to go.



- AMY: Great.
- ADRYENN: And not letting fear and other people's opinions, or other people's perceived opinions. That's the even funnier part. It's not even what people think; it's what you think they think.
- AMY: Right. Yes.
- ADRYENN: You're projecting your own self-doubt onto other people to validate it, so you've got to get rid of that self-doubt.
- AMY: That's great. So tell us the three things that you want listeners to take away from this call today.
- ADRYENN: I want them to understand that they really do already have the answers; that's the most critical thing. They have to start learning to trust themselves. I want them to go out and discover what is it that they are passionate about, and that they're good at, that would make them happy, doing for the rest of their life. They need to know . . . I think this gives people confidence to know that they can go out and make money. That's where a lot of this fear comes in. That's where a lot of people get frozen, is I need my job, I need my job, or I need to continue doing what I'm doing because I'm making money this way, and if I take one wrong step, it's all going to come crumbling down. I really want to give people that feeling and that confidence to know that you can do anything. You can't just do one thing good; there are many things that you can do. What are they? Once you've identified what they are and you get real clear about what you can do and how you can make money, then you just say wow, okay, I don't have to stay with what I'm doing; I can do something else. Or not. I can stay with what I'm doing and be happy doing what I'm doing, knowing that no matter what, I have a safety net.
- AMY: Right.
- ADRYENN: And three, be more passionate in your life. Be more passionate as a person. Take time for yourself. The stress that we all feel and that is really epidemic, especially in the United States. Don't watch the news; TV makes us fat. I don't know if anybody has ever told you that before, but certain types of TV makes you fat because it stimulates your fear factor, all those fear zones, which stimulates all the stress, which stimulates cortisol production, which makes you pear-shaped and fat. You turn the TV off and you lose weight; it's really amazing.
- AMY: Wow.
- ADRYENN: Yes, and it actually works; trust me. I stopped watching the news. The news was on four hours a day and I was like, no, I've got to stop watching the news. So I stopped watching the news and I'm probably down a whole five and a half. No other changes, other than I turned the TV off. I still sit in front of the computer all day. There's no added exercise just because the TV is off, it's just off. So those things; get more passionate in your life, take care of yourself, really discover what your passion is, and what you're good at, and



investigate how you could be adding more repeatable revenue streams into your life, because that will give you the confidence to do just about anything. Then be open to the opportunities. You would be surprised what presents itself every day when you've got your eyes open, and you're really open to it, to saying yes. Not that you're going to, you're just open to it.

AMY: Yes. Well, that's what it is, right. The title of this call today was Be A Yes, not Do Everything. Not Say Yes to Everything.

ADRYENN: It was Be A Yes. You will find people will be more attracted to you. If you're single, oh my god, there's nothing better, because with that open spirit, people just naturally are attracted to you and want to talk to you. You will invite more positivity into your life by being more positive.

AMY: I love it. That's so true; I've seen it time and time again with clients, with single friends of mine. The minute they decide, well, I'm open to a relationship, all of the sudden they're getting asked out all the time. I'm like, well, duh! That's great, and I know you've given us a couple of homework assignments, so I definitely want to review those. Then we have three opportunities for people, so we're going to talk about that for a moment, too.

Thirty days of sex, those of you that are in monogamous relationships, I love this homework assignment: 30 days of sex, people. Go for it.

ADRYENN: No, no, making love.

AMY: Making love; that's right. Thirty days of making love; whatever that means to you, right?

ADRYENN: That's right; whatever that means to you. If that means cooking a romantic dinner with your honey bunny and eating it over candlelight, dipping chocolate strawberries and feeding each other, that works.

AMY: And I just keep thinking, for all the single people, 30 days of making love, just making love to yourself. Practice that self-care.

ADRYENN: Oh my god, yes! Absolutely, because you can't tell anybody where it is and what to do with it if you don't know yourself.

AMY: That's right.

Telling ten people about your dream, and I just have to say this, that when you start talking like this to people, first of all, you don't know what opportunities are going to come up until you try this, because it's pretty fascinating. The second thing is, it's the best cocktail party conversation ever. Talk about what you dream about and ask other people about their dreams. You will connect with people in such a deep, wonderful, juicy level, in a way that you won't if you're talking about how the weather is.



- ADRYENN: Right, or what do you do for a living. It's like, well that's boring. What are you passionate about? It's such a better question because you're going to get entirely different answers.
- AMY: Yes, good. I want to tell people that are in the Bay area, that Adryenn is speaking tomorrow morning at the San Jose Crowne Plaza, at the 2009 Prosperity Summit, and the website is 2009ProsperitySummit.com. Is that right?
- ADRYENN: That's right, and this is a major summit. Like I said, Marshall Silver is speaking on how to take action, and I'm speaking right after him.
- AMY: Great, and you're offering everybody that's on this call that wants to attend, a free admission, or a penny's admission?
- ADRYENN: It's a one penny admission. The reason is because I really, really, really want to pack the room, especially with people who know me and love me, so I am inviting you all to be my guest tomorrow, and if you go to 2009ProsperitySummit.com, you're going to see the tickets are \$3,000, and that's how much people have been paying to go to this event, so don't tell them. This is our little secret, but since I'm a speaker, if you go there and you put in guest, I think they forgot to cap my guests, so everybody in the Bay area, please go register and I will see you tomorrow morning. If you want to come tonight to the hypnosis show, which is a Las Vegas show that Marshall Silver used to do as a stage hypnotist, it is hysterical, and super funny, and I guarantee it is wet-your-pants-laugh-out-loud funny.
- AMY: And that's also at 2009ProsperitySummit.com?
- ADRYENN: Yes, or they can just come to the Crowne Plaza tonight, if they want.
- AMY: Okay, great. The coupon code is guest, all caps, so that will get you in. Everybody on this call, Adryenn's also offering something fantastic. Her website is WowlsMe.net, and everybody, go ahead and get onto her website. Turn your speakers down because there's going to be some music and some video on there, but scroll down a little bit on the page and you're going to see where you can subscribe to her e-zine. Everybody that does that today will go ahead and get a free PDF copy of her book, and . . . number one through twenty, Adryenn, which one do you want to go ahead and give a free book to? What number?
- ADRYENN: Number sixteen.
- AMY: Okay, great, so the sixteenth subscription that she gets will also get a copy of her book, so go on to WowlsMe.net, and subscribe to her e-zine, and you're going to not only get all this fabulous stuff for free, but you're also going to get to continue hearing from the idea bunny herself, Adryenn Ashley, who I cannot say enough wonderful things about. Adryenn, thank you so much for being a part of this series.
- ADRYENN: Thank you so much for inviting me, and I have to say, I was so inspired when you put this together, and the calls have been fantastic, and I really think that what you're doing here,



and the work that you're doing, is really going to help transform not just America, but the world, and turn people's mind around, get them out of that fear zone and into a much more enlightened space, which is so necessary and needed right now. I just really honor you for that.

AMY:

Thank you, Adryenn, I so appreciate it. We're a couple of seconds before 1:00, so I'm going to go ahead and un-mute the phone lines, so that everyone can say a resounding, loud thank you to Ms. Adryenn Ashley. Thank you, everybody, for being on the call today, and I'll talk to you next week, same time, same bat channel, so to speak. Here we go, the mute's going off.