



The Women Masters Interview with Marina Spence

AMY: Alright and welcome everyone to the Women Masters Teleseminar Summer Series expert call with Marina Spence. My name is Amy Ahlers and I'm the creator of the Women Masters, and also the CEO of Wake-up Call Coaching. The Wake-up Call coach is what I'm calling myself these days, and I hope that you're ready to experience a wake-up call, so that you can make every day a Friday. Doesn't that sound nice? I'm so excited about the call today. So 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 you can be inspired and stay inspired, and be motivated and stay motivated, and I want everyone on today's call to wake up and step even more into your power and genius.

I'm going to introduce our guest for today, Marina Spence. She founded the Pink Edge, which the website for that is PinkEdge.com, in 2007, to help women change their work or their attitude toward work; really important. Change your work, change your career or just change your attitude toward the career or the job that you currently have. Her fantastic book is called Make Every Day a Friday: The Joy of Connecting Who You Are with What You Do, and I've got to tell you, ladies and gentlemen, that I'm reading this book right now as we speak. I'm about halfway through and it is fantastic. It is a great little book, and I say little just because of its length and size, but the information in it is big, so I cannot recommend this highly enough, especially those of you, maybe some of you on this call have gotten laid off from a job. Maybe you are thinking about a career transition. Go—run, don't walk—go and get this book. You are going to absolutely love it. Filled with amazing exercises that are really going to inspire you. The book reveals the stress free career change system, one that has helped hundreds of women navigate the intimidating and unsettling process of finding work that works for them. I know Marina is going to tell us more about her background, and she tells a lot of it in her book, and it's fascinating. With that, give a warm welcome—you can clap right there, yourself at home—to Marina Spence. Welcome, Marina.

MARINA: Hello, Amy. How are you?

AMY: I'm great. I'll tell everybody that I'm in a hotel room in San Francisco, as I mentioned at the very beginning of the call. I'm in a hotel room in San Francisco because I'm at a conference for the next two days, and I just heard, right before I came up to the hotel room to do our call today, I was listening to Jack Canfield speak and he is so fantastic and so inspiring, and everything that he's saying is in line with what you're saying, Marina, so I'm in a great mood. I'm on top of the world, to be on this call today and to be at this conference today, so I'm doing great. How are you doing, Marina?

MARINA: I'm doing great, as well. I'm so happy to be on this call, so thank you so much for inviting me, and I'm looking forward to connecting with people about career.

AMY: Yes, excellent. Let's dive in, Marina. The title of your book is Make Every Day a Friday. What do you mean by that? What's this book about? Tell us.



MARINA: I do for women and career change what Suze Orman does for women and money.

AMY: Great.

MARINA: So, small baby steps, just putting things in perspective, and helping us all see that we have more than we might think we do, in terms of the attitude and the means to make huge shifts and changes in our life, as regards to career.

AMY: Great. Wonderful, wonderful. I know that the phrase make every day a Friday, I'm sure a lot of people are really intrigued by that. Do you really feel like that's possible?

MARINA: I do think it's possible. I have seen it be possible in my own life, so I know that it is, and what I mean by that phrase, because probably everybody can relate, but just to be perfectly clear, is that feeling that we get on Fridays when we know that it's the end of the work week, and we have two days to ourselves, where we can be somebody who's not so attached to our job, we can have our own life. So on Fridays we have—even though the work is the same on Fridays—I don't know, we have a different attitude and perspective about it. I don't know, Amy, if that's ever happened to you, where you . . . when you were in a job-job, if you just came to work on Friday and felt different about what you did.

AMY: Oh, definitely and I remember nine years ago when I was in the corporate world, doing a job that I was actually pretty good at. I was in sales of online media. I was pretty good at it, but it definitely wasn't in line with my purpose, the way that coaching is and running these calls is, and I remember on Sunday night having anxiety about the week ahead, and then on Friday it was like this huge release. It was like, oh, I can get through work; totally a different energy. So I can definitely relate to that.

MARINA: And so can a lot of women. There's so many women, and men as well, who are not enjoying what they're doing, and so having this Friday perspective can happen every day of the week.

AMY: Oh I love that. That's great, and tell us a little bit about your background. I know you go into it in the book and I just find it so fascinating, the different jobs and the different careers that you've had in your life. Will you tell us a little bit about that?

MARINA: Sure. I began . . . my first career was as a social worker, and _____ a community organizer after graduating from the University of California at Berkeley, in graduate school. I'm so happy, Amy, about President Obama for many reasons, but one of them is because everybody now knows what a community organizer is. So that was my first job and then I just saw myself changing, and one of my changes had to do with leaving that profession. For many years I had between my second career, my first career, rather, and my second career, I didn't know what I would be doing. I made every career change mistake there is, and I even drove a truck during that time, a delivery truck for a newspaper. I even was a counter person at McDonald's for a short time. I did everything. In and out of trying to figure out what it was that I wanted to do. Eventually I landed in computer programming and then from there went on to become a software project manager, and management consultant. I managed large



software projects for global brokerage firms in Manhattan, and then one day I did what women in the corporate are never, ever supposed to do, and that's I cried at work.

AMY: Oh my goodness, not crying at work! What? Wow.

MARINA: Amy I didn't just cry, I bawled. I was working for this huge project, my bosses made drill sergeants seem soft, and I just cried in front of the whole team. It wasn't so much, as I look back at it later, I mean I was absolutely embarrassed and mortified at the time, but it wasn't so much that that particular job itself caused that. What caused it was I was doing something that my soul didn't want to do. My soul wanted to do something different, and to do what I was doing in a different way, as well. Amy, that's what caused the tears and from that point I developed the Stress Free Career Change System. I road tested it on myself and on other women, and my life has been different, career wise, and in so many other ways, as a result.

AMY: That's one of the things that I really love about your book, is you talking about the differences between men and women and how they interact in the workplace, and the way that women can feel if a career is not right for them. I'm sure there's women on this call, and men as well, that are in tune with knowing, just a deep sense of knowing that they're not in the right career right now.

MARINA: That's right, and sometimes women are more willing. What I've found is sometimes women are more willing to take those risks, based on that hunch, or based on that intuition, and not necessarily have to have all the facts lined up, but are willing to make some risks. What I talk about is making very small changes, taking risks slowly, taking the whole career change, whether it's a change from one career to another career, or if its changes within the same career, taking it all very slowly and very gently.

AMY: Is that part of what you mean by Stress Free Career Change? Tell us about that system.

MARINA: The system has three inner principles of career change, and at this point I'd like to invite everybody, if you have a notepad or pen around, to take some notes, because I will be giving a lot of information, just not if you're driving, but otherwise you might want to grab something. There are three inner principles in the Stress Free System, and the first one, Amy, is called tuning in, so it's a modified form of what Dr. Oz, of Oprah fame, calls the number one stress buster, and that's meditation.

AMY: Yes.

MARINA: As many people have, I've been meditating for many, many years, and what I've done is I've developed a modified form of meditation that is really just able for anybody to use it, to feel comfortable with it. It's not religious, it's not even particularly spiritual. It's a way of addressing slowing down our thoughts, quieting our thoughts, becoming more in tune with ourselves, so that we can make huge changes in our life, if that's what's up for us.



AMY: Got it. So I know that in the book you actually have an example of how to tune in. Would you mind sharing that, just giving one example of how someone can really begin the tuning in or meditation process.

MARINA: Oh that would be fun.

AMY: Great.

MARINA: You can start by just finding a place in your house or your apartment that feels comfortable. It could be on a chair, a sofa, a couch. It could even be by laying down, but I don't recommend laying down if you're doing this just before you're going to sleep, just because that's what you might end up doing. But just finding a comfortable spot and simply closing your eyes and focusing on your heart and that's it, just focusing on your heart. Then every time a thought comes into your head, don't try to push it out, don't try to judge it. Just let it go in and let it go out, but the main focus of what you'll be doing is that internal focus that you'll be having on your heart. Then before you end the meditation, and by the way, the time period can be extremely short. It can be three minutes, five minutes, fifteen minutes, whatever feels comfortable for a person, but before the end, just spend a couple of minutes, and maybe you would just end up doing this the whole time if you just want to start with a couple of minutes, is smiling, so at the very end just smiling, having this huge grin on your face, like there's no tomorrow, except for the time that's right now, which is the smile. Then that's how you end the meditation.

AMY: I love that. So I invite everybody that's listening to this call, those of you who don't currently have a meditation practice, to begin, to begin today. Why not take just three minutes—you can use a stopwatch, you can use a kitchen timer, what have you—three minutes to just close your eyes and focus on your heart, and at the end of those three minutes or five minutes or if you're ambitious, ten, fifteen minutes, smile. Those of you that are doing a meditation practice, maybe just experiment with adding that smile to the end. I just think that's such a beautiful way to end the meditation. I love that about your examples, Marina. That's great. Thank you.

MARINA: Sure. The other thing I mention, too, is I did teach meditation in Manhattan for quite a few years, and sometimes I would meet people that just didn't want to start or couldn't start with the sit down meditation, and so I would encourage them to do something like yoga or tai chi, even gardening, although that wasn't so possible in Manhattan, but other places _____, or something that is just a way of . . . sketching, just anything that really helps to quiet the mind and slow down the thoughts. When I started meditating, I kind of thought, well what's the big deal? When I walk in nature I'm meditating, because my thoughts are slowing down. I think we all have methods and ways of slowing down our thoughts. Sometimes we just aren't so aware of what those are, and able to call on them and bring them into our life instantly.

AMY: Great. That's wonderful. If you're a person that's listening, and I have to just completely admit I'm telling myself, Marina, that the practice of meditation is something that I've lived in the land of good ideas about for years and years and years and years in my life. It's like oh, yes, that's a really good thing, so for me one of the things that I do is practice my affirmations,



- which is part of what that is like, and then right before bed, just taking a moment to really settle myself down, set an intention for my sleep. So I'm telling on myself to say to everybody that just give it a try. Try whatever sounds like oh, you know, maybe I could manage to do a walk, a meditative walk. Maybe could manage to turn off the TV five minutes earlier and just sit in silence for five minutes. I invite you to try it because getting your brain into that alpha state is so important and so vital, whether you're going through a career change or not.
- MARINA: And it doesn't have to be . . . I think a lot of people don't start it because it starts seeming like another to-do, like brushing your teeth or combing your hair and, you know, make it fun. I love the way you're doing . . . what you're doing, Amy. It sounds great.
- AMY: Yes, well it's working, as many people know, and I think you know, too, Marina, I have an almost two year old—she's going to be two on September fourth—and so I realized I was saying to her before she went to bed, okay, close your eyes, connect to source energy, giving her a little mini meditation, and then I was like, why am I not doing that for myself? I'm worth it, too.
- MARINA: Oh, that's great. That's great. So two minutes; two minutes is all it takes.
- AMY: Yes. So the three inner keys of career change. The first one is tuning in; what about number two?
- MARINA: Number two is just noticing and again, that's a modified form of a Buddhist practice called mindfulness, but it's being aware of the present, like where are you. We all, our minds are in ten different places. There's many times not where we are, so it's a practice of just simply being, connecting with where we are right now, so when we're walking, we're walking; when we're eating, we're eating; when we're at work, we're at work. That's it, and I do give some techniques and steps of how to start that. As a friend of mine said, she's always happy in the present.
- AMY: That's great. That's really great, and what about number three?
- MARINA: Three is just knowing, and that is intuition, because I have found, and I'm sure all your listeners have, Amy, that tapping into your intuition is the best source, the best compass, the best source of knowledge and wisdom that we can have. In fact, meditation or tuning in, and the noticing, is a way of quieting the mind enough so that we can be more aware of our intuitive voice. Our intuition is there all the time for us, but you can imagine if we ignore it or we don't pay attention to it or we just do whatever else our mind says, that the intuitive voice might, after a while, just kind of go sulking off to a corner and not want to talk to us. By paying attention to it, starting small, checking in with our common sense, we can grow that voice so that it's there for the really important decisions, decisions like what am I going to do with this boss; should I change a career now or shall I wait; there's a recession going on, is it the time to do this or is it time to wait? There's a lot of decisions that we can use our intuition for, but she won't speak until we're listening to her in very small ways to begin with.



- AMY: I love that, and I love thinking of everyone on this call today being inspired. Those three things—tuning in; just noticing; just knowing—and even if maybe you are in a job right now that isn't . . . you're on a lunch break, hiding that you're on a conference call, getting inspired right now, but I love the idea of everybody making a decision on this call to not be miserable in their jobs anymore. That might mean a career change, but it also just might mean just noticing, tuning in, being present at your current job, and being the light at that job, and taking a stand for not having it be miserable Monday, and having it be I'm only happy on Fridays and the weekend. No more living for the weekends. We can change our perspective about our current job or go ahead and decide it is time to make a career change.
- MARINA: That's so true, and in Make Every Day a Friday, I have those inner principles, but yet there's also practical, common sense steps. It's those left brain and right brain ways to make the change. Perhaps somebody who doesn't want to make a career change could make a change with the industry or with the company, or even simple changes like working at home more instead of going into the office every day. There's lots of ways that we can make changes before we just give up on either ourselves or on our careers.
- AMY: That's great. You say in the book that hating your job is a gift. What do you mean by that? How so?
- MARINA: It's a huge gift because by hating your job, by having that feeling . . . again, I don't know if you did this, Amy, but if you ever said I hate my job and when you say that, this feeling of dread and a blanket of negative energy goes over you, right? But the way that that's a gift is because you can use that to pinpoint exactly what it is about your job that you dislike. We can say I hate my job, but yet, actually, there might just be two or three things that you don't like. Maybe it's just the boss or just certain aspects of the work, or it could be just the environment. It could be the commute. When we take the time, and I have a quiz in Make Every Day a Friday, that will walk listeners through that, but when we take the time to analyze what it is that we don't like, then we can also see what it is we like. We can see that it's not this blanket hating everything, but there's things that we really do appreciate and want to carry with us to the next job or the next career.
- AMY: That's great, yes, and I think that's so true, that people can just make that black and white statement, but there is so much gray, and there probably are things that you love about your current job, even if it's not the ultimate job for you, but tuning in and getting specific about what doesn't work and what does.
- MARINA: Exactly because if we can only get specific, we can start making changes.
- AMY: Exactly. I know that a lot of studies show that people don't leave jobs, they leave bosses, so like you said, it might be your manager that you're not connecting with, and so how can you repair that relationship or move to a different department, or so on and so forth? Really important to just take a look at that and get specific about what isn't working.
- MARINA: That's right.



AMY: Good. I know that there's a lot of career change and find your passion books out there. How would you say Make Every Day a Friday is different than those books?

MARINA: I looked at a lot of those books, Amy, when I was wanting to make a career change, because I wanted some guidance on how to go about it, and what was missing for me, and why I wrote Make Every Day a Friday is because I needed something that united the heart and the head. I needed left brain and the right brain, so that's how my book is different. I have not read any other book that has techniques for self-discovery and for tuning into yourself, that talks about intuition, and I think the two, the inner and the outer, are just so essential to be together.

AMY: That's great. That's such a big distinction, and that's one of the reasons that I'm enjoying the book so much, even though I'm not looking for a career change. I love what I do, but I just enjoy . . . I'm eating up this book so much because the exercises in it are so powerful, and it is such a beautiful combination of the Eastern wisdom, the intuition, all of those things that are so, the heart-centered stuff, combined with living in the world that we live in, and the society we live in, so absolutely, it's such a huge distinction.

I know that, Marina, right now we're in this recession, we're in this challenging economic time. Is it a good time to be thinking about a career change right now?

MARINA: A lot of people have asked me that, Amy, and what I say is I think it's a great time, for this reason. It's because a recession to me is like . . . I don't know if you follow astrology at all, but certain planets are retrograde at certain times, and it's a very natural, normal thing. When a planet, for example when Mercury, which is the planet of communication, is in retrograde, what astrologers say is that that's a time to reinvent, to review, to re-plan, so that's the analogy that I follow with during a recession. I think a recession, from an economic point of view, is natural and normal, and that this is a time where we can reflect on our careers, we can review, we can re-plan, so we may or may not want to make huge shifts, but we can certainly focus on what is our purpose in this life, and how can we align what we're doing for money with that purpose, little bit by little bit, huge shift by huge shift, however it is, but it's a time, just similar to an astrological retrograde, it's a time to review and reinvent.

AMY: Great. What a perspective shift, to say oh, this time of transition, it's an important time for me to tune into my self, and I think definitely with people losing jobs and maybe their household income has gone down, and a lot of people losing their homes, and all this stuff that's going on, it is such a time to strip down and really look at what truly is meaningful to you, versus just money or keeping up with the Joneses, but really who are you at your core level, and I know that a lot of what your book is about is really tapping into your purpose.

MARINA: It is, and also it's thinking about our purpose in a different way, because I think there's a lot of people who think, okay, if I think my purpose in life is to help other people, that means I need to quit my corporate job and become a social worker, or work for a non-profit, and maybe that's true, but maybe it's not true. Maybe there's many ways of helping people, combining it with what you're doing now, like continuing in that corporate job and helping the people that you're encountering have a better day, through your love and compassion and sensitivity to



- them. Maybe it's joining a non-profit, doing some volunteer work in the evenings or on weekends. Maybe it's taking a week's vacation to go to Costa Rica or some place else, some place in the United States, to do some assisting and helping. There's lots of ways to combine our passions in life with our careers. It doesn't have to be a replacement of one for another, and I think that's where I have, in Make Every Day a Friday, three career myths, and I think that that's one of the myths, is thinking, okay, now that I've found what I'm passionate about, now that's what I have to do, and I have to turn that into money; I have to monetize that. I just encourage people to be more flexible, to think of different ways that we can bring our passions into our lives without it, necessarily, being a way of making money. And it can, it absolutely is, it's totally dependent on the person.
- AMY: Yes and I remember when I read that, I was like, wow. It felt so blasphemous to me, in a way, to have you say, do what you love and the money will follow, you're like, not necessarily, it doesn't always follow, and I was like, whoa. That's a really different idea than what a lot of people are saying, and I just appreciated you being honest about that.
- MARINA: Yes. I mean, do what you love and the money will follow, the book is great, but just to think that that can just so easily, or just automatically happen is what I rally against, because it may happen, it may not happen. There's a lot that it depends upon, but one of the main things about making it happen is that's what a person wants, is to intend for that to happen and then do all the hard work that follows.
- AMY: Right. Just dropping everything and going into a whole new career and not having any sort of strategic plan for yourself is a great way to create a lot of stress. That sounds like a very stressful career change.
- MARINA: That would be a very stressful career change.
- AMY: Yes.
- MARINA: Let's use some common sense here.
- AMY: Absolutely, absolutely. If there are people that are on the call that maybe really dislike their job but they're not ready to make a change right now—maybe they're in a family where someone already is making a career change or the industry that they'd like to change into, they just don't feel like they have that strategic plan—what can they do to actually enjoy what they're doing more?
- MARINA: On my website, on the PinkEdge.com website, I have a free report that's called Ten Caffeine Free Ways to Boost Your Energy At Work, so is it okay if I give a few of those tips?
- AMY: Oh yes, absolutely, and actually, why don't we go ahead and just announce that you're going to give, actually, a free book, the Make Every Day a Friday: The Joy of Connecting Who You Are with What You Do, you're going to give a free book to a lucky number, and we need to find a number between one and 30, so if you want to give me that number, Marina.



MARINA: Do I say it out loud?

AMY: Yes, you can say it out loud.

MARINA: Okay, number 27.

AMY: Okay, great, so lucky number 27. Go ahead and go to PinkEdge.com and if you put in your name and e-mail you'll get a free report, regardless, and then this 27th person on this call that does that, Marina will be tracking that with her team, number 27, she'll actually send a free book to. You remember number 27, Marina, and then I'm sure you're going to start getting . . . you and your team will start getting people pouring in right now, signing up for that on PinkEdge.com. Sign up for the free report, you'll get the free report regardless, but lucky number 27 will also get a copy of Marina's beautiful book, Make Every Day a Friday. So tell us a little bit about that report and then give us a sneak peak of a few of those tips.

MARINA: One tip that anybody can do, like this afternoon, is to beautify your work space and to make . . . just bring up the energy. Take away all the photographs that have been up on the walls, whether it's a cubicle or an office or your home office, whatever it is. Just take a look at it and think, well what can I do to make this feel better, to streamline it, to maybe de-clutter it, to put in some things that brighten up the space, but somehow beautify it and make it different. You're just changing the energy around that you're sitting in, and by changing the energy of where we are, that also affects our internal energy, as well. That's one very easy tip, is to beautify your work space.

A second is, and I so did this when I was working in New York, is just work straight through. You forget about lunch, you have to run down and get a sandwich or a salad or something, and bring it back to your desk to work. What I really encourage people to do is even if you work at home, just leave the house a little bit, leave the office during a lunch break and walk outside. Walk around the block once. Just take a break. No matter how much you have to do, it will absolutely clear your head. If you're a chanter or if you like affirmations, that's a great way to increase the energy, as well, but make sure you're leaving at least once a day. Maybe it's just the afternoon break, but get out of that physical space that you're working in and leave.

Then the third thing is to mix up your routine so that you aren't coming to work exactly the same time every day, so that you aren't getting the same thing for breakfast every day, if you eat breakfast at work, that you aren't opening your e-mails very first thing in the morning. Change it around, do something else, but just really break up your routines in small ways, and then that will lead to bigger ways that you can break up your routines, as well, so that you aren't . . . we all kind of develop that hamster thing, Amy, where we're going around the wheel over and over, so the more we can break up our lives, that gives us flexibility to look at our life in different ways, and our self and our thoughts in different ways, as well.

AMY: I love that and I remember a time when I was in my sales career and I was really wanting to make the transition to coaching but I wasn't quite there with my plan and my savings, and all that stuff. I brought in this beautiful plant and I really allowed that plant to symbolize, for me,



what I was growing, what was taking root in my life, where I was going to be, how different things were going to be five years from that day, and just that act of bringing that plant in really anchored me, and really allowed me to enjoy my time in my sales career as much as possible, versus just being miserable. I really can resonate with definitely beautifying your space and, obviously, getting outside, taking breaks so, so important. Those are great tips; thank you.

MARINA: You're welcome and I like that you brought in the plant. That's a great idea because plants and I like flowers around me, as well, because they also help, as well as the symbol that it was for you. Plants and flowers help with absorbing the energy, so it's a great idea from an energetic perspective, as well.

AMY: Yes, definitely, definitely; that's great. What would you say is the number one thing someone should do that's been laid off?

MARINA: The number one thing, let me think. I'd say the number one thing if you're laid off is to stop watching the news.

AMY: I love it, Marina. I'm so with you on that, yes.

MARINA: T. Harv Eker, I heard him recently speak and he called CNN Constantly Negative News. You can think if you listen to the news too much that you'll never work again and nothing is further from the truth. The reason the news can be harmful if you're listening to it too much is because of that message of fear and anxiety that comes out of the news. When you're laid off you really need to keep your energy up, so what I suggest is doing an energy analysis. Just as a lot of times when we've been trying to lose weight or trying to get control of our money, where our money goes, we might keep a journal of what we eat every day or how we spend our money. I encourage people to do the same thing with their energy. Take a notebook and on one page write down everything that brings you energy, that makes you feel more vibrant and alive, and then on another page write down the things that drain your energy, when those things happen where you feel depressed or depleted. Then by the end of the day, or you might want to do it two or three days, look at that list and that will give you a great idea of what you can do when you're feeling that your energy is going down, and it can also give you wonderful tips on what to eliminate, what to prevent from happening in your life, so you can have more energy because energy is so important and especially during the time of being laid off and looking for a new job.

AMY: That's great. That's brilliant, and I bet that everybody will have people on those lists, won't they, people that really drain them and then people that really refuel them, and making certain, if you're laid off, to reach out and call the person that fuels you instead of the person that drains you, if you're in that period, if you're looking for a new job and so on and so forth. I'm sure that's really important for people.

MARINA: Yes. It happens with people, for sure.



- AMY: Yes, definitely and I love . . . I'm such a huge fan of turning off the news. I like to call it a news fast, just taking a fast for 30 days of just not watching any news and just noticing the impact on your life. Obviously if your job, if it's necessary to watch the news, watching as little of it as possible, so yes. That's such a great, great tip. I'm curious. What about the single most important advice you would give someone struggling in their career?
- MARINA: The single most advice that I would give to people is to let them know that they're not alone, that millions of people are looking for work right now and that millions of people are unhappy with their jobs, so it's not something that's just unique to you. Because there are so many people that are wanting to make career changes, there's lots of help there right now, so a coach, like you, Amy, I'm sure you would be extremely helpful with helping anybody in that situation. I think having a coach like yourself is just a fantastic way of working with somebody to help make the career change.
- AMY: Right. Yes, I think coaches are huge during times of transition like career change, and I think that's really right, and again, I know I'm plugging your book, but I just have to, that if you're going through a career change, really, go and get this book, how to Make Every Day a Friday. Just walking yourself through the exercises, finding a buddy and doing it with a buddy will really make a difference, and make it so that you land in a career that's really going to work for you. That's the thing. Don't just make a career change. If you're making a career change anyway, might as well make it into something that really will work for you long term. Life's short. Take advantage of it. Go enjoy what you do. Yes, absolutely, absolutely, and I know that you wanted to run us through a bit of a visualization. Does it feel like the right time to do that?
- MARINA: It does. Actually, one other thing I would like to say about making the career change, and I know I've probably said it, but is just worth repeating, is that just start small. Say if you're thinking of moving to another career, start that new career on the side, and maybe do both, juggle both for a while. We have a lot of abilities and we can multitask, and sometimes it might seem overwhelming, but if you're really focusing on something that gives you energy, it will be bringing more energy into your life. There's a lot of ways of doing a career change without this huge, dramatic shift. I think if there's anything I say that's important, to repeat over and over and over, it's that everything can be done step by step.
- AMY: Great. On that end, and I love the idea of baby steps and taking it step by step versus crazy, radical drama. I just think, like you said, that's what makes it stress free, is that gradual step by step. What would you say is the first step to making every day a Friday?
- MARINA: The first step is tuning in. The first step is tuning into yourself in whatever way that you can, either through some of the suggestions that I've given on this call, that are in the book, things that you already know, that you've learned, that give you energy, that quiet your mind. The first step is tuning in because that way you'll be in touch with what's important for you, and what's the next step for you. You already have a compass. You already have an inner coach, and by listening to that inner coach you can move in the direction of finding what your purpose is and becoming that purpose.



AMY: That's great, yes. Power to the inner wisdom, absolutely; I'm all for that.

MARINA: Did you want me to do the visualization?

AMY: I think that sounds great, yes.

MARINA: Okay. This is a visualization and I'd like to give credit to one of my mentors, who's Keith Cunningham. He has a company called Keys to the Vault and I made some changes to the visualization, but it comes from him, so I want to give credit to him.

If everybody, as long as you're not driving, could please close your eyes, I'll walk you through a visualization that will help you know what is it that you really want to do. What is your purpose? What would you do in this particular situation that I'll describe?

With your eyes closed—if you need to take a breath at this point, please do—but with your eyes closed, please pretend that you are the beloved niece of your billionaire aunt, Aunt Clara. Having no children of her own, Aunt Clara loves you the best amongst all her nieces and nephews. But sadly Aunt Clara passes away. Hundreds of people come to the service, both to pay their respects and to speculate about the will. After the funeral service Aunt Clara's attorney asks you to meet with him privately. Wondering what he will say, you agree, and travel the short distance to his office. In the office you sit facing the attorney, who is behind a large oak desk. He opens a document which is Aunt Clara's trust, and reads from it. You can hardly believe what you're hearing. Aunt Clara has left you, her favorite niece, all of her fortune. You are set your life. You are rich beyond your wildest dream. The attorney says that there's one stipulation. Of course, you think, there's always a catch. You hold your breath, waiting to hear what it is. The stipulation is that in order to receive her fortune, you must continue to work every day. You do not have to work for someone else, nor do you need to earn money, for after all you don't need the money now, but you must work at doing something. What work will you do, the attorney asks. That's my question for you. As you catch the thoughts, the images, the feelings that come up, what work would you do. If you didn't have to get the money for the work, what would you do? If you want to you can write it down. Just don't silence it. Don't squash what might come up, what comes up. If it's a blank, write down blank, and do the exercise again. But if you get an image, no matter how wild it is, how crazy it seems, what you would do if you didn't have to work for money, what would that be?

Then after you have an idea, not right now, but later today or tomorrow, what are some very small steps that you can make toward that? Something tiny that would be in the movement of what you realized from this visualization. What could you do immediately? What would you do without pay?

AMY: That's great, Marina.

MARINA: So Amy, when I did that visualization for the first time, I was working as project manager / consultant, and what I realized is I wanted to write. I saw myself writing, so I began very, very small, went back to my journals. I took writing and then after that, after I continued



- writing, I took a writing course in the evenings at NYU, and then I took a second writing course, and then I started writing. Then I threw away what I wrote and started writing again, and that was five years ago. So small, going the tortoise route is okay.
- AMY: That's great. That's wonderful. I'm curious, if you're willing, Marina, would you be willing to take a few live calls from people that might be listening in that could use some mentorship or some advice from you around career change, or around enjoying more of what they have in their job. Would you be willing to do that?
- MARINA: Oh, I would love to.
- AMY: Okay. If you'd like to ask Marina a question about Making Every Day a Friday or maybe you have a question about the visualization. You can press *6 on your phone right now, just press *6 and that will get you into the queue. We have about ten, twelve minutes to take some questions from you, so imagine that you're sitting at lunch with Marina and I, and you want to ask her a question. Go ahead and press *6 on your phone and we have a couple of people in the queue, so I'm going to go ahead and queue it up for them. Just a reminder, because I know that . . . I hope that you'll stay through the end of the call, but if you don't, make sure to check out Marina's website PinkEdge.com, and sign up for her report on ways to . . . what's the name of the report again? I'm sorry, Marina, I'm forgetting.
- MARINA: It's a long name. It's Ten Caffeine Free Ways to Boost Your Energy at Work.
- AMY: Perfect, and lucky number 27 that signs up for that during our call today will actually get a copy of her book. With that I'm going to go ahead and un-mute the phone line of the first person, in the (415) area code. Go ahead and say your name and ask your question.
- CATHY: Hi, this is Cathy, and my question is . . . gosh, I'm kind of in a place that was touched in a very specific way. I'm about to lose my job, or my job is running out of funding, or whatever. I'm being laid off. Just looking at your three tips about the . . . I'm doing a lot of that stuff already, so I feel like I'm on the right track, but in terms of assessing what I consider to be three really good options, I'm really having a hard time looking at, given the three choices, what's the best choice for me.
- MARINA: Okay. So you'd like some input into how to go about making that choice?
- CATHY: Yes.
- MARINA: Just a couple of questions, Cathy. By when do you need to make a decision?
- CATHY: Like within days.
- MARINA: Within days, okay. Tip number one is make it at the last moment, so that sounds like that would be a few days from now. Have you done pro / cons, like the chart of the pros and the cons on each one?



CATHY: Not actually, only in my mind. I'm certainly doing that on a regular basis, but yes, no I haven't done that.

MARINA: Okay. I would take a piece of paper, have at least three separate pieces of paper, and on each piece of paper write a slash in the middle, the pros on one side, the cons on the other side, but do it in a really free form, brainstorming way. Don't censor any of your thoughts. Then tear off each piece of paper after you do the pro / cons. So you'll be sitting down, and this is best to do after meditation. You do your pro / cons, have them in front of you, and then just do another short, just a two minute tuning into yourself, and then look at those pro / con sheets that you wrote. You've gotten them out of your head, you put them onto the paper. Look at those three sheets again and look at them from a slightly different point of view. Look at them from an energy point of view, and how your body is attracted or not attracted to them.

The second page of it you're getting out of the logic part of it, which you've done in the first page, and now you're looking at it from a more energetic point of view and seeing what your attraction is to those three different pieces of paper that have the three different choices, with the pros and the cons. Then note that. Note which one you feel the most attracted to, and then don't make the decision yet. Go off and do something else and then come back later when you absolutely need to make the choice.

CATHY: Okay, I love that. I love that.

AMY: Great.

CATHY: That was so different from any other advice anyone's given me, and yet it resonates with me personally, and I do, I meditate an hour every day. It's a special time of day for me and it's a great way to incorporate it in my decision making process. So thank you.

MARINA: You're welcome. We can only gather so many facts, and we can make only so many logical decisions, and then there's just a point where we have to let our intuition come up in the way that you know how to do it, Cathy, so it sounds great.

CATHY: Thank you so much.

AMY: Thank you, Cathy. Alright, next caller. Tell us your name and what your question is.

KAREN: Hi, my name is Karen and my question is actually for a friend of mine. I've been listening to her share with me how much she hates her job and this call today, although I am tremendously blessed by it myself, I know and I cannot wait to share it with her. My main concern, though, is how can I get her to see the physical toll that it's taking?

MARINA: The physical toll that hating your job is taking?

KAREN: Right.



MARINA: Okay. Well first of all, Karen, I want to just acknowledge you for being a good friend. That's really touching to me, just that. You might not be able to get her to see the physical toll. You might be able to just do some things that would help her to see that for herself. I would suggest—I don't know if she has a birthday coming up, or some way that you might be able to give her a copy of Make Every Day a Friday. That would be one.

KAREN: I've already decided that . . . we're getting together on Saturday, so when I hang up with you I'm going to go out and pick up a book because I just know that the energy alone is just going to set her free. That's my hope for her, just because she resides in this place of just dread.

MARINA: Right.

KAREN: It's a new marriage and I see what it's doing to her, and keep in mind we only met a week ago.

MARINA: That's beautiful. Well you report back to her what you're seeing and what your experience has been. You can definitely reflect that back to her, but she may or may not agree, but you can reflect that back and say here's some things that might help you, and I listened to this call, and know that she will eventually find her own way.

KAREN: Absolutely.

MARINA: And you can help.

KAREN: Thank you.

MARINA: You're welcome.

AMY: Thank you so much. Okay, let's get the next person on the line here. Alright, go ahead and say your name and your question.

SAMAR: Hi, this is Samar and Marina, I really enjoyed that meditation. Can you hear me?

MARINA: Yes, yes.

SAMAR: Okay, great. One thing I'm noticing, when you were, and I appreciated you sharing what happened when you first did the exercise, and if you could just give a few more details on what happened between the beginning when you did your writing exercises and five years later, because I would imagine you continued taking small steps.

MARINA: Yes. Okay. I'd be happy to, Samar. I had the vision I wanted to write, which I had done writing earlier in my life, so it wasn't a tremendous surprise, but it was a wake-up call; that's what I needed to focus on more. I wrote, as I mentioned, in my journals some, I took a writing class in the evening, and then another writing class. Then I started . . . through the classes I had assignments, so I would write for those assignments and get feedback on my writing, and then I started . . . at one point I was commuting on the train into the city, into New



- York, to work, and so I would write on the way to work. Just continuing, just step by step, and then finally realizing that there was a point that I wanted to stop what I was doing and spend some time just writing the book and nothing else, so I saved money toward that and then took six months off to do that. Nothing more but just trusting my guidance to say okay, what's next? What's the next thing I need to do? I've done this and the class has ended, or the first draft ended, what's next? What's next? Just constantly checking in with my inner guides to say what is the next step for me, and that's what I encourage you to do as well. Do you have a particular interest in writing?
- SAMAR: Yes. Actually in the meditation, what came very clear was that I would write the book that I've been envisioning and doing research on for ten years, and I noticed . . . what my first step was that I came up with a couple of months ago as a transition out of office administrative type of work was to shift into being a coach. In that meditation I found myself being more honest with myself that being a coach . . . it's a skill I have, I'm really good at it, it comes naturally. I coach people in a natural sort of way, so I could definitely follow that route, but I would do it because it would be a way to make money. My passion and my mission is to write this book.
- MARINA: So from hearing what you've said, yes, that's the voice to listen to, is that passion, as opposed to the way that I could make money.
- SAMAR: Yes.
- MARINA: Yes, and believe me, I don't know how you're feeling about your job right now, but writing a book when you have something that you . . . an interest that you've had as long as you've had, and you're doing research and you're finding what other books are out there on the field, and you're just throwing yourself into the writing, it just will lift your whole day. If that's your calling it will bring joy and delight into what you're doing, and I just encourage you very much. There's lots of books out there on writing and lots of resources now on the internet about how to get published, and just lots of things. If you want to send me an e-mail at Marina@PinkEdge.com I'd be happy to pass on a few of those resources to you.
- SAMAR: Thank you so much. I'll do that.
- MARINA: Okay.
- AMY: Thank you so much. Thanks for the question. That's a great question. Alright, it's time for us to go ahead and wind down, and I'm sorry for those of you in the queue, that we didn't get a chance to get to, but I wanted to give Marina a chance to give us an inspiring homework assignment.
- MARINA: My homework assignment for everybody is that energy journal that I mentioned. In case you weren't on the call at that point, what it is, is keeping a log and writing it down, of the things during the day, on one page, that give you energy, that make you feel vibrant and alive and joyful, and on another page writing down the things that bring you . . . make you feel depleted, depressed, that bring you down, and looking at the things that make you alive and



alert, keeping that list. You can burn the second list, it's fine, but keeping that list of what makes you feel alive and alert, especially on a day when you need it.

AMY: That's wonderful. Alright, inspiring homework assignment: keep your energy journal. Wonderful, wonderful, and I just really want to thank you, Marina, for being on our call. A reminder, Marina's book is called Make Every Day a Friday: The Joy of Connecting Who You Are With What You Do. Her website, PinkEdge.com, is the place to register to get the free report on ways to rev up your energy. They're caffeine free and I really encourage everybody to grab that report, and the 27th person will get a free copy of her book.

Before I un-mute the lines to let everyone say thank you to you, just a reminder that our call next week, the Women Masters call, will be, of course, same bat channel, as I like to say, same time, same bat channel. I also just wanted to remind everybody to register at ReadyToGetInspired.com for a free trial of the Wake-up Call Coaching program. We do have our first group coaching call next Wednesday at Noon, Pacific Time, and you can attend that call for free, and also get a free gift of over \$279 in success coaching tools, delivered to your doorstep from me, Amy Ahlers, the Wake-up Call coach. We'd love to have you join the hundreds of women who are already registered for that. That's for women only and my hope is that you'll love what I've sent you in the mail and really get a ton out of the coaching call, which will be all-interactive, taking calls live, so much so that you'll want to continue in that program. Again, that website is ReadyToGetInspired.com, and I hope to see you guys all on the call Wednesday, the coaching call on Wednesday, and of course, the Thursday Women Masters call.

I'm going to go ahead and un-mute the lines now, so that everybody, once you hear that un-muted, please say thank you so much to Marina for all of her beautiful energy and her wonderful value that she added to our lives today. So I'm going to go ahead and un-mute the lines now. Thank you so much, Marina.