



## The Women Masters Interview with Lisa Nichols

AMY: Welcome, everyone, one and all, to the Women Masters Teleseminar Summer Series expert call with the fantastic, amazing Lisa Nichols. I am beyond thrilled. I'm actually coming unglued a little bit today, with enthusiasm and excitement about having Lisa on the call. I've been trying to get her, actually, in the Women Masters Series for months and yes! to it happening today. As always, as most of you know, my name is Amy Ahlers and I'm the creator of the Women Masters, and also the CEO of Wake-up Call Coaching, and my vision for this series is to allow people from all over the world access to the most respected women experts of our time, so that you can be inspired, stay inspired, get motivated, stay motivated, and I want all of you to use this call today as a wake up call, so that you can step even further into your passions, into your inspiration, and into your genius and inner wisdom. To that end, let's just everybody take a deep breath together and stop multitasking, if you can.

Let me tell you a little bit about Lisa Nichols. I have a feeling a lot of you already know her and her amazing work, and I know there's always somebody that's on this call that might be introduced to Women Masters for the first time, so let me tell you something. Lisa has appeared on Oprah, she's appeared on Extra; she's appeared on Larry King Live; she's appeared on Starting Over and now she's appearing on the Women Masters, and she has helped over 210,000 teens break through and have an incredible breakthrough in their lives, and over a million adults, and you probably saw her in the movie *The Secret*. She is amazing. Her new book, called *No Matter What*, has hit six bestsellers' lists, including *The New York Times* on the first 37 days of being released, and is already being sold in 24 languages. I've got to tell you, ladies and gentlemen, this book is absolutely fabulous. It's an amazing book. I've just been blown away by Lisa's honesty and the depth to her work. I really encourage you, go and pick it up, no matter what. You can overcome every obstacle. It's the nine steps for living the life you love. She is a dynamic speaker and has an extraordinary story, and a tremendous ability to touch people's hearts and souls. What that I welcome the amazing Lisa Nichols. Yay, Lisa; welcome!

LISA: You are so kind, Amy. Thank you so. You are like a ball of energy. I love it; I absolutely love it. Well I have to say that getting me to this call took some work, ladies and gentlemen—any gentlemen that might be with us—so ladies, just know that this woman is truly a no matter what girl. Thank you for working with my team as I run all around the country, to get me pinned down for this conversation. I am excited about it. I'm really excited about it and I'm excited to be with you, so thank you for having me.

AMY: My pleasure and I got a chance to see you on your tour in Oakland, here in Oakland, California, and got a chance to experience you live, Lisa, and I was just floored. I was really floored by you, by your presence, by your energy. You're such a light and I just loved . . . one of the things that really stood out to me about hearing you live was your attitude about the "recession," and I was wondering if you could express a little bit of that to everybody on the call today.



- LISA: I would be happy to. First of all, in my opinion, and this is my opinion, 85% of the recession is emotional. I mean, it's emotional, it's scarcity, lack deprivation, fear worry and doubt. The media and governmental conversations are passing that on to us, and really they're not saying we have to take it, they're just introducing us to the opportunity to take it, and many of us are saying yes. Well, I say no. Eighty-five percent of the recession is emotional, fifteen percent is financial, and that fifteen percent says I need to watch my dollars more; I need to be frugal; I need to think smarter about my dollars; I need to now make those dollars go in fifteen different ways, versus five different ways. However, in the last ten years I should have been more frugal. I should have been thinking about where my dollars are going, so fifteen percent is truly financial, but 85% is emotional. What I love about the 85% portion is that we get to choose if we want to participate in that part of the recession, so here, my friends, I say when someone sends you an e-vite to attend and join in the recession, click no; just click no. Click no, I'm going to manage my finances, I'm going to be financially and fiscally responsible, I'm going to be financially smart, but I am not participating in your scarcity-based, lack, deprivation, fear-based, worry-based conversations. I just won't do it. However if you send me an e-vite to an abundance party, I'm all there, man; I'm all there. That's my thinking.
- AMY: I just love that. I love . . . I remember you said also to stop doing more to make money, and instead work on your relationship with money.
- LISA: Absolutely.
- AMY: I love that.
- LISA: Most of us are chasing the dollar when we haven't determined why the dollar keeps eluding us. There's a reason why you have to chase if there's something about your relationship to money. Growing up I knew three things about money: that we don't have any, there's not enough, and it doesn't grow on trees and by the way, the fourth thing was, and don't ask me for any.
- AMY: Right.
- LISA: My relationship to money was that there's never enough. We always run out of month before we run out of money and I qualified for every free program on the planet, and my mother in every free lunch, every free after school, every free summer program because we were considered officially poor, though we didn't have any lack in my house. Growing up, when you have a relationship to money that either has you chasing the money or has you praising money too much, then you have to look at your relationship to money. Before I made my first million, I went through all types of fear storms, I have to tell you, because my relationship to money—and I didn't know this consciously, mind you, this was all unconscious—my relationship to money was wealthy people weren't as nice as us struggling people, and the more spiritual you are the more sacrificial you have to be, financially, as well. If I made a lot of money I don't know if I'd be as giving. I know I'd still have a giving heart, but I don't know if I'd be perceived as giving and as kind, and so I literally had to go through a process to allow myself to become a magnet to money, not just to money but to opportunities, to speaking



engagements, to contacts, to contracts, to key people, to consultants, so financial and success has many different ways. But in order for me to become a magnet to it, I had to truly deal with some of my limiting beliefs, conscious and unconscious, about me and money, not just about money, but about me and money, but then, particularly, about me and a lot of money.

AMY: Right.

LISA: Those are all different levels. There's your relationship to money in general. Then there's your relationship to you and money, and then there's the relationship to you and a lot of money, which is why over 90% of the people who won the lotto are now in greater debt than they were before, because they just got a lot of money but no one stopped to help them manage their belief system about having a lot of money, and that's particularly why I do breakthrough trainings, so that we know what's guiding us, we know what conversations are going on inside our head, consciously and unconsciously, we know what our navigational system is geared toward and we can have a breakthrough in any area that we need when it comes, like money and relationships.

AMY: Yes and I love that about your story, and you share some really personal things in your book.

LISA: Spicy, girl; they're spicy.

AMY: They're spicy; I so agree.

LISA: You can go ahead and tell everybody you have to drink some water while you read that book, I'm telling you; it is cayenne pepper. I still read it and get nervous. I said, did I write this? Did I actually tell somebody this stuff? And it's gone to reprint twice already? Oh my god. I've got to tell you, I'm still, Amy, and I'm going to be really honest with you, as I always commit to, I'm still getting comfortable with what I shared in the book, *No Matter What*. But here's what I know, is that no matter what is not a sexy phrase. It's not a sexy cliché. It's not a title of a book. No matter what is a decision. It's a decision, and let me give you that distinction. When you say I really, really want that car; I really want that job; I really want to lose five pounds; I really want to lose five pounds; I really want this relationship to work; it would be nice if I could have that opportunity; it would be nice if my entrepreneurial business worked. When you say it that way, I think that there is some level of desire, there really is, and there's even a level of commitment attached to that statement, but there still is the option on if you didn't succeed.

AMY: Right.

LISA: Because I you said is I really want. What you're also saying in that statement, when you say I really want, or it would be nice, is you're saying, I hope nothing shows up and stops me; I hope nothing gets in my way of getting this goal; I hope nothing is lurking around the corner that's going to prevent . . . we even say it sometimes, like, oh, I really want that, but I hope nothing happens, and so when you're saying that, you're still worried about what possibly is around the corner. But when you say, I'm going to get to that goal, no matter what; this



relationship, we're going to stay together, no matter what; you know what, somebody lost 20 pounds and I found it, and I'm returning it to its rightful owner, no matter what; no matter what, girl. When you say something along the lines of, I'm hitting my mark, no matter what, Amy, what you've done is you've removed every other option off the table, other than hitting that mark. You've said, fear, you have no place at my table; worry, you have no place at my table; doubt, you have no place in my mind, you are not welcome here, and if there is anything lurking around the corner that's even going to attempt to prevent me from reaching my goal, I am not worried about it. As a matter of fact, it had better be worried about me, because I said no matter what. That's why the book is so spicy, because I had to share with you those breakdowns, where I had to, in the middle of a breakdown, and I shared some clear breakdowns for you. I shared the breakdowns, Amy, that I swore I would take to my grave; I promise you. Not all of them, but out of the twelve major breakdowns in that book, about six of them I was okay with not telling anyone, but I had to show you the breakdowns so you can understand how you get to turn every breakdown into a breakthrough. You get to turn every setback into a setup for something greater, no matter what.

AMY: I love it and I invite everybody, everybody that's listening to this call—yes that's you, that's you and you and you—everybody to take a look right now in your life and say, out loud, to yourself right now, what is it that you're so committed to that you will apply this principle of no matter what. What is it that you're so committed to—putting the stake in the ground, taking the stand, saying, no matter what, I will do XYZ. What is it that you're ready to do in your life right now?

LISA: I love it, I love it, and when you adopt that no matter what mindset, you begin to move like a freight train—all the velocity because the universe goes, okay, she's serious now, let's do it, and anything that's not operating for you and on your behalf, it backs up and goes, oh, she's serious now, because now you're serious. Amy I love your call to action. Listen, I know some names out there—there's Laura, there's Gail, there's Nicole, there's Sandy, there's Michelle in New York, there's CJ in Atlanta—come on, you guys, it's time to say no matter what. Now is the best time. It's in times like this when people are beginning to move into that place of let's sing the woe is me party together, that you sing your own unique song. You create a new rhythm, and what I love about your rhythm of possibility, your rhythm of no matter what, is that when you sing it bold and strong, it becomes contagious for the person beside you, who was looking for an out, who really didn't want to be stuck anyway, who's so sick and tired of hearing themselves complain. If you think you're tired of hearing them complain, they're tired of hearing themselves complain. When you become no matter what mindset, and when you become that freight train to possibility, when you become that hop and aspiration and you become that no matter what soldier / genera, you become contagious to others who are waiting to be saved.

AMY: Yes. I love it.

LISA: I love it. It's so juicy. It's so freakin' juicy.

AMY: Lisa I wish I was videoing myself right now, because I'm just sitting here nodding yes, yes, yes, with tears in my eyes; yes, yes, I love it.



- LISA: You should see me; I'm over here doing the same thing because we love being reminded. You know, we can listen to this kind of stuff every day because this is the fuel. When you understand that everything—and if you can hear my voice right now I want you to say everything; say the word everything.
- AMY: Everything, yes.
- LISA: When everything in your journey, when you get that it's perfect and it had to occur for you to be who you are today. There are no mistakes; they're the choices that brought you really great outcomes, the outcomes that you love, and then there are those choices that brought you really great lessons, you know, the ones you don't ever have to get again. That being the case, every decision you've made has been fine, everything you've done, because here's the reality: you've done the best you could with what you had. If you knew more you would do more and when you know more you will do more, and so your life is perfect. No matter what is about letting you see that your life, everything that you've experienced, had to occur for you to build what I like to call your bounce back muscles, and that you don't get to build bounce back muscles without going through something first, and your bounce back muscles are the same muscles that are going to bounce you forward—on your way to joy, bliss, happiness, on your way to peace and prosperity. If you ever run into something, you know, like that relationship that instead of going right it went left; like that child in that relationship that you have with your son or your daughter, that feels strained sometimes; you know, like that relationship with your sibling, your sister or your brother, that just doesn't quite fit, or your mother or your father, that wasn't the way you thought it should be; or on your way to happiness you picked up 30 pounds and you're trying to put it back down; anything. That bounce muscles say, if, on your way to the life you love, you've run into something, then let me show you how to bounce back sooner, quicker, faster. I love it because when you know how to bounce back, Amy, you're not worried anymore. You don't fear; you walk with unwavering faith. You understand. Listen, I am prepared—not in a braggadocious way; not in a way that smothers other people, but in a way that celebrates you. It celebrates your journey; it celebrates those darkest hours in your life, because when you emerge from the darkest hours, when that dust settled around you, you were a new woman.
- AMY: Yes, and I love the story in your book about the night before you appeared on Oprah for the first time.
- LISA: My meltdown; you love my meltdown; you love my meltdown, is what you love.
- AMY: Yes and I love that your friend prayed with you, that God, thank you for using this imperfect child of yours to help your other imperfect children.
- LISA: Isn't that a great prayer? I've got to tell you, I don't know if you've ever had the experience, Amy, where something happened and you felt the release. It was visceral. It was like someone shook you awake, like your eyes were opened, but someone shook you awake. Here I was, sobbing, I'm crying, and by the way, for those of you who have yet to get the book—please pick it up, because it is an entertaining piece of reading, and it will take you on a journey—but if you haven't read the book yet, then what Amy's sharing with you is I was on



the way to Oprah, to share one of the most private stories of my life. I shared in the book—you know; you can see—but when I was going on Oprah I hadn't written the book yet, so I wasn't used to sharing it, and I had shared the story in front of a live room, you know, 3,000, 5,000 10,000 people, but I was about to be seen in front of 56 million people, and I had a meltdown. I just started crying, I was scared, people were going to judge me, they're going to say, oh my god, what kind of expert are you, you have all these issues, and then my friend said what you just said. It was the most powerful release and jolt I've ever felt. God, thank you for using your imperfect child to help your imperfect children. It made it all okay.

AMY: Yes and thank God, because if we only allowed the perfect people to teach and motivate and inspire, then there would be nobody to do it.

LISA: Here's what I love about our perfection, is that we get to understand that we don't ever have to be perfect, but that we do have to perfectly manage our imperfections. What I've learned how to do in being with you, in being with each one of you beautiful women this way, is I've simply learned how to perfectly manage my imperfections, and the more I allow myself to be imperfect, the more I share with you my imperfections, the more common ground we've found, the more we become sisters in the journey. It's in my imperfections that I have four bestsellers under my name and to my credit, between Chicken Soup, The Secret, and No Matter What, because in each one of those books I literally have shared my imperfections. It's in my imperfections that the book is already sold in 21 different foreign languages, because people love the authenticity and the transparency. It's in my imperfections that I was able to speak to over a million people in a year, because the more I share my imperfections the more I'll be invited somewhere else to share my imperfections there. It's in my imperfections that I'll be starting a television show on WE TV.

AMY: Yay! Oh my gosh, that's exciting!

LISA: And the whole show is based on working with a woman who's looking to get through an imperfection in her life, and my job, over the course of an hour, is to show her how to turn her breakdown into a breakthrough, and so everything in my life's statement, everything I touch, through books, through print, through radio, through interviews like this, through television, will be about teaching us how to perfectly manage our imperfections.

AMY: So Lisa, if there's someone listening right now that feels like they're in the middle of a breakdown—they're in the middle of it; they're right now in the middle of it—maybe they just lost their job, maybe they're having some sort of health crisis, maybe their child is having a really, really hard time in school and they're freaking out over it. Whatever it is, in whatever area, what's the best way that they can start moving forward into having this breakdown transform into a breakthrough?

LISA: Right. First I want to say, and this is going to sound funny, but the first thing I'm going to say is congratulations.

AMY: Yes.



LISA: It's going to sound crazy, but you have to go through the breakdown to get to the breakout, to get to the breakthrough.

AMY: Yes; yes.

LISA: Most people want to fast forward—can you just fast forward me to the breakthrough, please; can I skip the whole breakdown part? We want to save face. We want to save face, so please tell me, if you ever find out how to skip the breakdown, the breakout, please make my number the first number that you call. I don't think it's going to ever happen because the muscles that you build in the breakdown, in the breakout, are the muscles that help you stand in the breakthrough. Number one, I would say, get in action. Most of us are in conversation, we're in strategy, we're in thinking or we're in sulking. We're really not in action. We think if we talk about it enough something's going to change; that's not action. One of the main reasons why I'm always doing courses like this with you, I'm always doing my own tele-courses, I'm always doing my own workshops, is because there's a group of people like many of you on this line. You want to stay in action, like, oh my god, keep my plugged in, so that, one, you can keep reminding yourself and being reminded and inspired about who you want to be, so this moment right now doesn't define you. This moment is simply a moment in time. It's a speed bump and your job is to slow down, proceed with caution, go over the speed bump, be in self-care, be self-aware, be self-cognizant, be mindful of who you are in this moment. Don't forfeit, don't relinquish your values and your character right now. Don't do a meltdown. You get to have a breakdown but you also get to have a breakout and a breakthrough. You get to be knocked down, but I want you do act like that—you remember that punching bag, that Bozo punching bag; you'd hit it and you knew it was coming right back when you punched it?

AMY: Right, right.

LISA: And it had the sand at the bottom, you'd hit it and you knew it was coming back. You didn't even doubt it. You never thought it'd just lay there. It never just laid there when you hit it. It was always coming back, and you can choose to hit it again but it's going to come back.

AMY: Yes.

LISA: So sis, I want you to be just like that balloon. You are on your way back. Don't count your knockdowns; you count your get ups, and you be committed to getting up, and then stay extremely connected. Be submerged in programs like this because on that day, and this may be the day for you, but on that day, when you have run out of faith, I want you to know that you can borrow my faith, you can borrow Amy's faith, you can borrow someone else's. On that day when you run out of vision, you stay in community so you can borrow someone else's vision for you, and I say that and I don't say that as a cliché. I say that as a woman who has had to borrow the faith of her friends. I say that as a woman who had to borrow the vision from other people. I remember when I was early in my speaking career, maybe three years in, and I had never been away from my son; at the time he was five years old. I had never been away from him for more than five days; that's a long time to be away from a five year old, as a single mom, and on this particular trip I had been away from my son for eleven



days, and I was sick. I was sick to my stomach, I could barely concentrate. I had just finished speaking and someone on stage said, oh my god, you're an amazing woman—yelled out of the audience—you're an amazing woman, we love you, Lisa. Then someone else yelled, yes, and you're an amazing mom, and that was it; I was no good. I went up to my room and I just started bawling because I thought I was such a fake, I was such a fraud. Here I was, eleven days from my son and they're calling me a great mom, and at the time, at five, my son's like, Mommy I miss you, when are you coming home, so every call was painful. My son's fourteen now, he's like, okay Mom, love you, bye-bye. But at five it was painful. In that moment I did what I'm going to invite you to do, and I really encourage you. I created a rocket booster friend circle, which, Amy, you know about because you read the book, and so I show you how to create a rocket booster friend circle, and these rocket booster friends. A rocket booster friend, you don't have to have a lot, you just need one, and two, you're really doing great. A rocket booster friend is someone you can literally put one on one hip and one on the other hip, and they can send you to the moon and back. I called a rocket booster friend that night and with tear filled eyes I asked her, I said, Denise, can you remind me of who I am? Remind me of who you see me to be, as a woman and as a mother, and in that moment I borrowed her belief. She spent the next ten minutes telling me all kinds of wonderful things about myself. I know that we think that might be a little self-indulgent, but when you feel like your faith is wavering, your self-love is wavering, your self-empowered energy is wavering, when you feel like your tank is empty, you reach out to someone. That's my whole life, is reaching out to people and helping them to fill their tanks back up. You reach out to someone. Anyway, that's what I would recommend.

AMY: I love it. I love it, so everybody on this call if you're in the midst of one of those breakdowns and you're waiting for that breakthrough, the first thing I heard is get into action, do something, and maybe one of those steps is to go ahead and locate who are your rocket booster friends. Who are two, three, four, your top ten list of people that you can call when you're in the midst, and borrow their faith in you. Everybody has them on this call.

LISA: And here's what I will tell you. Most people don't find ten, they'll find four, but I can tell you those four are like platinum. Those four are like uranium. They're priceless, and then you want to have . . . first of all, if you're in a breakdown, I want to applaud you for getting on this call, because you're still awake enough to know you need something. For those of you who are not in a breakdown, you're in your breakout, or baby, you're in your breakthrough. I want to tell you this is your fuel. You are your fuel. What I love about you is that you can become your own fuel. In the book, No Matter What, I give you a lot of self work to do in the mirror, because what I recognized very early in life, not necessarily just in my career but in life, was that every time I started spinning out of control, every time I felt like I wasn't as happy as I can be, I was listening to other factors, I was listening to other people, I was allowing outside experiences to define my internal peace of mind. I'll say that again. I was allowing outside experiences to define my internal peace of mind, and so I had to go and get back connected with self, so I give you a lot of mirror work. I do experiential learning in my trainings. I do a lot of experiential, interactive hands-on learning, so that you can hear yourself. I even, in some of my trainings, I bring mirrors in the room and we do mirror work right there in the room, so that we get to get connected with self. Especially as women, we're so outside of ourselves because we're servers, we're matriarchs, we serve, we nurture the world, we



breastfeed the planet, that's what we do, and so we have to turn around and fill our own tanks. I'm going to tell you something that I didn't share with you when I was with you in northern California, but this is so key. It's like a cup and a saucer. Imagine a cup sitting on the saucer. Most of us, as women, we're serving from that cup, and that cup is actually either half-filled or it's bone dry, and we're still serving and serving and giving and giving, and because of that we're feeling tired, we're feeling unappreciated, we're feeling undervalued, we're feeling resentful in our gift, even. We're kind of grumbling while we give because our tanks are bone dry or half-filled. Programs like this and other things that you have access to are designed to fill your tanks up, but you also can fill your tank up. You can go and get in the mirror. You can begin to up level the level of in-to-me-I-see, not intimacy, but in-to-me-I-see, so much so that you fill that cup up, and Amy, most people think that they should serve from a full cup, but I have something to tell you. You're not supposed to serve from that full cup. Picture that cup and that saucer again. You're not supposed to serve from a full cup. You're supposed to keep filling yourself up until you overflow onto the saucer, and then you're supposed to serve from the saucer, not the cup. I'll say that again. You're supposed to serve from your saucer, not your cup, and you are responsible for filling your cup up, and that's why I'm excited that this program exists, and others like it.

AMY: Yes. This seems like just a perfect time. I know that everybody on this call is blown away by you right now. Maybe it's their first experience with you, maybe they're fans of yours. Whatever it is, I want to let you guys know about an amazing opportunity that Lisa has for people that are on this call right now, people that are listening to the recording, if there's still spots available. You go to [LisaNicholsEvents.com](http://LisaNicholsEvents.com); you are going to find that there is a workshop going on, on September 26<sup>th</sup> and 27<sup>th</sup>, a two day, No Matter What experience with Lisa, live in San Diego, right? In San Diego?

LISA: Yes, it's in sunny San Diego.

AMY: Sunny San Diego; beautiful place to go, and normally it's \$1,500. She is giving you guys it for \$497, under \$500, to be in the room with Lisa for two days. I was in the room with Lisa for, I think an hour, a couple of hours, and I walked out and I was on cloud nine for a week because her energy, as you can feel, just even being on this phone, is so spectacular, so please, if you are interested in being in the room with Lisa, this workshop is going to blow the doors off of your experience, so [LisaNicholsEvents.com](http://LisaNicholsEvents.com). Check it out and also, [LisaNichols.com](http://LisaNichols.com) is Lisa's website, where you can purchase the book No Matter What and get on her mailing list. You'll want to be on her mailing list. She always sends out the most beautiful, loving, abundant e-mails, so please get on her mailing list. Make sure to check those things out.

Okay, now for about five more minutes I'm going to talk with Lisa, and then we're going to actually go to you, live, you, callers, all of you participants out there, and you'll get a chance to ask Lisa your questions. You're sitting down with Lisa, having a cup of coffee. What is it that you want to ask her? What is it that you want to do to turn your breakdown into a breakthrough, or amp up the volume on the breakthrough. What do you want to say no matter what to? Before we go to those callers, and I'll go ahead and actually turn on the system right now to Q&A, so that you guys can start getting in line by pressing \*6 on your



phone. Press \*6 on your phone and you will get in the virtual queue so that we're not speaking over each other, and you can get in line to ask Lisa your questions. \*6 on your phone, and a whole bunch of callers are already in there. But before we go to that, I just wanted to briefly have you give an overview of the nine key bounce back muscles. Is that something you can do relatively quickly?

LISA: I'll fly through it as fast as I can, and I think we'll make it. Bounce back muscles are . . . the concept is you have to build your muscle. You have to build muscles the same way you build your abs. You cannot download a six pack from the internet; I wish. Bounce back muscles—the nine key steps for building nine key bounce back muscles. The first: your understanding muscle. Your understanding muscle is about recognizing that some of your greatest gifts might come wrapped in sandpaper. They might be challenges where you are able to build a part of your character.

Muscle number two: developing your faith in myself muscle. That's the ability to press stop on your negative self-talk, and the ability to press play on your powerful self-talk. You'll talk yourself out of doing great things and into living in mediocrity if you don't know how to manage your negative self-talk. Page 58: if negative self-talk is big for you, skip page one through 57. Just go to page 58, chapter three.

AMY: Yes and that's what I love about your book, I have to say, is that you can read it cover to cover or you can go and just say, this one . . . .

LISA: Isolate. It's like a prescription. It's like a prescription. You just go right to what you need right then. The third muscle is developing your take action muscle, no longer complaining and moaning, really being about the solution, understanding that there's things between conversation, strategizing, and action, and being in action, knowing that action is the antidote to despair, and the prescription for success.

The fourth muscle is developing your I-know-like-I-know-like-I-know muscle. It's being able, in times like this, when you may not see it with your physical eye but you know it, and not only do you know it, Amy, you operate as if it were so. Now that's powerful. I'm going to teach a lot of that in the September training, how to operate as if it were so. How do you do that, because when you do that you create velocity and energy toward it happening.

Muscle number five: developing your honesty out loud muscle, and that's not just being honest. It's not the typical honest. That's being honest at a much core level. That's the kind of honesty you see in this book. That's the kind of honesty that's disarming for people, but it's also that honesty that frees you from worrying about anything that anyone might say. It's being still inside your truth. It's being the example of authenticity and transparency.

The sixth muscle to develop is your say yes muscle, and that's saying yes, not to the small things, that's saying yes to your champion, setting your champion free every day, on a daily basis, setting your champion free; saying yes with knees knocking and teeth chattering.



Your seventh muscle is your determination muscle. Now here's what I've got to say: determination is saying—in the face of fear, I'm not going to say don't be afraid, I'm not going to tell you not to be afraid because when you're afraid, then you feel like you've failed—if you're ever fearful, your determination muscle says move forward anyway, in the face of fear. That's what Nelson Mandela said he did. Nelson Mandela said that he is proven to be a great leader because in the moments where he was afraid he still moved forward.

Your eighth muscle—key, key, key muscle—is you're developing your forgiveness muscle. It's recognizing, sis, that the only way you can hold on to something new—new love, new financial success, new health success, new holistic success—the only way you can hold onto anything new is that you're truly willing to let go of something old, that you move beyond the conversation of I've gotten over it to you really cut the shackles that are still holding you to shame, blame, guilt, regret or anger, that you learn how to do that, that you really understand that, and the forgiveness muscle is going to help you.

Then chapter nine, the final muscle, is developing your highest choice muscle. It's the ability to look at the horizon, look at what you want in your life, your life's legacy to be. Not the moment, not who should have been on this journey with you, not how you thought you should have been on the journey, not how much you thought you should weigh on the journey or what you thought you should look like. That's not focusing on your highest choice. Your highest choice says, what do you want your legacy to say, and are you living the life to speak to your legacy?

Then the last chapter in the book is finding your rhythm, and that's the season I'm in now, and that's the season that says when you start to do you, and you realize that you can do no one else as best as you can do you, and no apologies for doing you. When you allow your light to shine with no regrets; when you no longer dim your light so that others around you won't feel uncomfortable and insecure; when you let your light shine so brightly that if someone has a problem with it you invite them to put on shades, but you still let your light shine. That's when you've found your rhythm, and you just do you—no apologies. As my grandmama would say, don't apologize for doing you, baby, just do you.

AMY: Yes. Oh my god, six minutes, boom, you did it! You're amazing. So I want to encourage everyone, stay until the end of the call because Lisa's going to give away one of her books and we're going to let you know how to, hopefully, be the winner of that book at the end of the call, and now we're going to go ahead and go live to people on the line. I'm going to go ahead and un-mute the first caller here, and you will know you are live because you will hear your line un-muted and ask Lisa your question. Tell us your name and your question.

MICHAEL: Hello, Lisa.

LISA: Hi.

MICHAEL: Hi, this is Michael. It was great spending time with you in CEO Space. I'm here in San Diego. I think I'm the only gentleman on the line, but.



AMY: No you're not; there's lots of enlightened men, honey.

LISA: Hi, Michael. Oh, wonderful, I'm glad to be with you.

MICHAEL: I just want to say one thing. With the integrity that you have and being able to spend time with you at CEO Space is amazing, and my no matter what is doing whatever it takes to become a trainer with your company. I'm doing the fundraiser right now for the golf foundation, so I can start working with you and working with the teens, and just impacting lives with my personal story on what I went through when I was a teenager. When you talked with \_\_\_\_\_ at CEO Space, that's why I went to CEO Space and that's what it's all about, so I just appreciate you and no matter what, I will be a trainer with your company.

LISA: Well, you know what, Michael, you're in a wonderful season because for the first time, actually the second time in my entire career, I'm starting to train trainers, so when you come to . . . I want to invite you to the San Diego workshop. Go online and register and join us, and there I will open up and extend the only invitation this year, and in this particular way, to a twelve to eighteen month program, where you actually train beside me and two of my master facilitators, and you learn how to produce transformation in others with the specialty focus on producing transformation with teenagers, so we invite you. I realize Michael that this is my season when I'm supposed to teach others how to do what I'm doing. This is my season when I'm supposed to train and educate people on how to be the best author, the best speaker, for them, and how to make a living at it. So if you're interested, when you join us in September, the end of September—we're right around the corner from you; we're in Oceanside, in San Diego County—then you'll hear more about it and get that invitation, so join us.

MICHAEL: Well thank you.

LISA: You're welcome. You're welcome; my pleasure.

AMY: Thank you so much and again, for those of you that want to join Lisa in September in San Diego, you can register at [LisaNicholsEvents.com](http://LisaNicholsEvents.com), and she's offering a very special price to us on this call, and only 50 seats available right now for that event, so sign up. Next caller, here we go; tell us your name and your question.

JENNY: Hi, Lisa. This is Jenny; hi.

LISA: Hi. Hi, Jenny.

JENNY: I'm excited to talk to you.

LISA: And I you.

JENNY: Thank you, and I \_\_\_\_\_ on The Secret you did that whole section on . . . well, everything that you've talked about. I have a question; can I share this with you, briefly?



LISA: Sure.

JENNY: My goal for most of my adult life has been to meet my soul mate. I recently had what you would probably call a breakdown, but I'm just . . . I just want to share with you how \_\_\_\_\_ this coming, because I think all the clues were there, and I feel that without picking up on the clues in the future, I'm going to keep having breakdowns like this, and I'm not really moving forward, and yet I'm doing so much transformative work for years and years now, and I've really evolved. This needs to be addressed so that I can really move forward and achieve my goal, which I'm really determined to achieve. I recently met somebody who seems great and behaved as if he was totally my soul mate and basically, I won't go into the whole story, I had a birthday and I'm in my late thirties. It's kind of, like, not nice, but I told him it was my birthday and after telling me he would definitely spend my birthday with me, he just blew me off, like the night before my birthday. I thought to myself, this is not a good person; a good person does not do this. He didn't have a good reason. His reason was true, but he had plenty of other opportunities to see me. Did not that night, during the day or the day before, and it was clear he was doing all these things, and that was such a big message from the universe, that he was such a bad, bad person to do that to somebody, and he made no—other than saying sorry—he made no gesture, nothing, the following day, which was my birthday.

LISA: Well, Jenny, let me stop you for a moment, Jenny, because this is an individual experience. However I want to speak to the broader, because you can breathe a lot of life into how horrible he is and how he was uncaring, but that doesn't . . . we can't work with him, because he has to do his own work on himself, and yes we won't do that. But what I want to look at with you is what you said before, that you've been here but you didn't see this coming and you think that this might come again, and what I wrote down when you started to say that was the circle of chaos, that there's a pattern and there's a pattern that you're either doing consciously or unconsciously, and most of us do our patterns unconsciously, so you don't even know it, because you're in it. It's like trying to see your finger on your nose. It's not going to happen, but you're in it. So there is a pattern. There's a pattern that you are producing and whether that pattern comes from putting a lot of weight on a particular moment, a particular date, instead of moving inside fluid and flexibility, whether that pattern is becoming a victim when someone doesn't show up and do the thing that you say they should do, or you believe that they should do, when you have made something important to you, that it should be important to them, and it's not, that you become the victim if they do something to you. I don't know and I'm not putting any of these on you, I'm just throwing out some possible ideas. In my trainings I do what we call a circle of chaos, and in that circle of chaos we re-visit the place we go to all the time, whether it's a place of defensiveness, a place of hurt or a place of accusation. Where do we find ourselves repeatedly, so that we can see when we're getting there. Then we identify how did you get to that place; what do you see happening on your way there, so that you can what we call self-observe more. So sure, I'll say that gosh, it sure would have been nice if he would have spent your birthday with you. It sure would have been nice if he would have given you more than 24 hours notice. However, in the fact that he didn't, I'm going to ask you, what did you do with that, and that's looking at the concept of E plus R equals O: event + response = outcome. The event is that he didn't show up for your birthday; he cancelled. The outcome is you've made him a bad person, or



you've chosen that this isn't good for you, or you've chosen that it's not working. I'm going to ask you to say the event plus your response to the event has created the outcome, and where most people forget is that there's a response to the event that definitely influences the outcome. I would love, if you are open to it, I would love to work with you for two days. If you come up to me and identify that you're Jenny from Amy's community.

AMY: You can say Women Master, baby!

LISA: Yes, yes. We can work on that because there is a part that you're playing if you keep re-visiting this again, and I want to applaud you for recognizing that you're in a breakdown, because that's self-observation, and now I want to invite you to take that self-observation to the next level, so that you can be inside self-observation while it's occurring.

JENNY: Okay.

AMY: That's so great, Lisa, so thank you so much for your question. I'm going to go ahead and jump to the next caller here. Thank you so much, sweetie. Alright next caller, you're live.

AYANA Hi, Lisa?

LISA: Hi.

AYANA: Hi, my name is Ayana. It is an absolute honor to be on the line with you.

LISA: Hi, Ayana, how are you doing?

AYANA: I am very well, thank you.

LISA: Wonderful.

AYANA: First and foremost I just wanted to thank you for all of your generosity and authenticity around your imperfections, and allowing us all to know that we're okay, so thank you for your beautiful work and gifts to this planet.

LISA: Amen. Thank you so much for receiving them.

AYANA: Oh, you're welcome. I absolutely recognize breakdowns and breakouts and breakthroughs, and in hearing what you've stated today, I feel like I am somewhere between breakout and breakthrough, and actually, I think I'm more in the breakout stage. Like the previous woman who was sharing, I'm doing a lot of transformative work and have been, probably, for the last five years, and I absolutely recognize the difference in my life in just getting to a better, kinder, more loving place within myself, which is just completely inspiring for me. One of the things that I recognize in just hearing you go through the nine bounce back muscles is the honesty, forgiveness and determination. All of those things together, and where I'm finding myself most fearful is in the step of transformation when you have to go back and clean up your stuff, and to get authentic you have to identify where you've been inauthentic, and that's



something that I really want to do, but there's just a terrible fear that I have, and I know that it . . .

LISA: It's scary!

AYANA: Yes.

LISA: Oh my God, yes. I would take your temperature if you weren't afraid of that. I would take your temperature, okay, so just know, girl, you're right on track. If you run toward it with no worries then you're not going deep enough.

AYANA: And I'm afraid of the outcome. I can recognize events where I've been inauthentic. My response to being inauthentic and the outcome is that I just feel horrible, and what I'm most fearful of is it not working. What if I'm not received as being authentic, or they're like, oh my God, she's still crazy.

LISA: Can I just . . . first of all, I love you, I love you. I love how ready you are and I agree with you. You're in breakout. You're in breakout because you're looking deeper than the surface, and now you're trying to discover okay, now, if I go this route, what's going to happen, so really, what you want to do, and I call him God, not to impose my belief system on you, but you're saying, God I know there's something great around that corner, but can you give me a sneak peak before I walk? And I understand; we all do that. There's no sneak peak because that's what faith is, okay, so understand, and you have to know, this is where you can see it, you have to know it, and you have to know that if something knocked you down, if there's some debilitating piece of truth in your life that knocks you down, number one, you've already gone through it, technically. You're just now revisiting it and you're cleaning it up.

Number two, you have to realize you're like the bouncing ball. You're going to bounce right back. Number three, I'm going to invite you to don't do it alone. I don't know if you can make it with us in September, but I love working with folks like you because you're already ready, you just need some company. You need someone to stand in front of you and say, come on, honey, come this way; step this way, that's fine, okay, now when you step that way it's probably going to hurt a little bit but just keep coming, I'm right here. That's why in every area of my life that's mattered to me, I've gotten a coach; every area. I've gotten a spiritual coach to help keep me connected to God. I've gotten a physical coach to help me release the 40 pounds that somebody lost and I found it one time, that I, thankfully, returned to its rightful owner. I have a coach that helped me with my finances. Everything that meant something to me I had someone standing there, saying step this way, step this way. So if it works for you, if it works for you, and this is so not to sell you, it's to serve you. If it works for you I'd love for you to stay inside that breakout and be with us, so that you can see the breakthrough happening on the moment, in the dime, because I'll push you further than you would go by yourself, I'm going to tell you that right now. I'm going to do that because that's what a good coach does, they push you beyond your comfort zone so that you can find a new comfort zone.



But then also, I would encourage you to, when you get the book, to do the book. Don't read the book; do the book. Get in the mirror. The very first chapter will blow you away because I'm going to have you actually expose all your lies. I'm going to have you get pieces of paper, blank pieces of paper, and I'm going to have you expose every life you've told yourself. That's chapter one. I don't want to scare anybody away, but it's a transformational piece of work. It will be you and I together, inside the book, so do the book, because you need someone to guide you, because you're going to go as far as you're comfortable going, Ayana, and then your fear storm is going to say, okay, I'm cool with that; I don't know what's around the corner. But that's when you step in and that's when you ask a coach to step in and pull you further than what you would normally go. Does that make sense, sweetie?

AYANA: It makes absolute, perfect sense, and as for getting coaches, I realize how . . . and probably a subconscious manifestation of getting to this place, I know who my coaches are. Just in you saying that. There's a list, literally, that I \_\_\_\_\_. That's why these people are in my life.

LISA: Yes, absolutely, and guess what? Some of your coaches you'll never even know them, like, I promise you, Nelson Mandela has coached me on how to be forgiving. He is my coach. Now I've never met him; I've never had the pleasure. Oprah hasn't coached me on how to do a show. Oprah's coached me on how to be a business woman in authenticity. I've watched her business much more than I've watched her show, and so you can have coaches that you don't physically, actually are close to. If you can get close to them, that's great. So stay on course. Now, find someone, find the coach, that can help you with the emotional breakthrough and emotional prosperity around your authenticity. You find that person that you fit with, that you gel with, that shows up in a place that you would love to be, and beyond, and then you invite them in your life to pull you through those fear storms.

AYANA: Okay.

LISA: Now you know, so here's the responsibility on your part. Before you knew what I just said, you didn't have to do it. Now you know. Now you know, now you have a choice. Knowledge is powerful and it holds a sense of responsibility with it, girl.

AYANA: Yes; yes it does, and thank you. Two things: I'm adding you to my coach list and I will be there in September, and I will introduce myself as Ayana from Amy's community.

LISA: My pleasure. Yes, and let me love on you; I would love that.

AMY: Thank you so much. What a great question.

LISA: I'm sorry; say that again.

AYANA: I was just saying thank you to you, Lisa, and thank you Amy, also, for making this possible.

AMY: My pleasure, sweetheart; thank you so much. Okay, we're going to take one more caller. Here's the lucky one. Tell us your name and your question for Lisa.



BRENDA: Lisa, this is Brenda Williams. I'm from Greensboro, North Carolina. How are you, my sister?

LISA: I am wonderful; I love you.

BRENDA: Oh God, I just want to say God is great today, honey. I got this e-mail five minutes before this call and was able to link in, and I have just been sitting here and praying and saying, God, please let me talk to Lisa and tell her how grateful I am for the work that she is doing. I want to tell you, sister, I am so disappointed in myself that I missed you in Atlanta.

LISA: Oh, and it was wonderful.

BRENDA: I know it was. I am 53 years old and I was so grateful when you talked about this coach list, that sometimes you cannot just physically reach out and touch. I have been feeling like a little child over here on the East Coast, all by myself, for 35 years, and everybody that I reach out to as a coach has either been on the West Coast or up in New York, and we're down here in this poor little country of North Carolina and South Carolina, where the finances, where we have thought for so many years was so restricted. Of course I have evolved far beyond that now, and my goal in this particular time in my life is to figure out what in the world I can do to network, not re-make the wheel, but network to bring all the wonderful coaches like yourself to this area, for all these wonderful women that would benefit so much, and my heart is really out there to you, sister, and thank you for coming to Atlanta, and I do apologize for not making it.

LISA: You're welcome, and let me tell you why, Brenda, you're in North Carolina, because if you were on the West Coast, so you were over here, then North Carolina and that area wouldn't have the diamond.

BRENDA: I got that.

LISA: So you have to be there because since you're there, you're going to draw us to you. You're going to draw coaches to you. But I've got to tell you, every great mentor that I've had, like up until seven years ago, every great mentor I had, I had never met. I had never met. They don't even know. They might know about my work now, but they didn't know about me. It didn't matter to me. I just started studying them. I would become a student of theirs without them knowing, and I would just follow their integrity, follow their character, follow the decision makers. I would watch them as much in a crisis as I would watch them at awards, or whatever, and not all of them were limelight people. They were simple people who just . . . their essence exuded so much, that their character screamed so loudly, that when they walked into a room they didn't have to open their mouth; their essence just oozed out of them. I would find people like that and I'd tell people, I'm a neglected piece of work, I'm like a little mutt. If I find someone and they do something for me, then I am hungry. I'm a hungry, hungry hippo; I just grab—can I learn from you, can I do lunch with you—I just kind of do that. If they are not available, then I just study who they are. Most people think that they have to be close to me. I have a lot of people that want to coach under me, and they think they have to be close to me. I said, listen, you can decide for the next two years you're going to be a part of everything I do, and you can be creative to make that happen. There are a lot of free



things that I do, you can sign up and you can get my, as Amy mentioned, you can get my love letters that I send you. There's so many ways that I can touch you. There's so many ways that I can touch you. You can go online right now to my tour site; it's called NoMatterWhatTour.com. It's not the site that you register for this event, but it's NoMatterWhatTour.com, and I have this free inspirational download that I just decided to give it away. I sell it as a product, but I just decided to give it away. You can have that in your ear every morning, so I'm with you. So Brenda, I say to you that the world needs you to be in North Carolina, so that you can draw people like me to North Carolina, so that you can, hopefully, come out to San Diego, join us, or join our tele-seminars or something. Learn the lessons and take that information, because what I also had to remember was that I kept waiting for someone to show up and save my community. I kept waiting for someone to come up and save my culture—somebody please come help my people—and then I looked up one day, I looked up one day, and God was saying, honey, I'm trying to get you there so I can have you help the people, and I didn't realize that what I was looking for was in me. Not that I'm the end-all and the be-all, not that, but that I was the solution. I was a part of the solution. That statement, we the people, so Brenda, there's more in you than you know, because if you're awake enough to know and conscious enough to know the conversation of lack and scarcity doesn't have to exist, and that empowerment is possible, then you're the perfect platform. So I say to you, my sister, that, yes, I will grace and I will pass through North Carolina. I don't know when. I'll be in the area again; I do know that. I will be. Join my online community; get the free download. You'll know when I'm coming back, but in the meantime, you've got the message, you have the insight, you have the lessons, and you're the diamond that's there right now.

BRENDA: I've got you, my sister, and I've got your downloads, and I'm trailing you and I'm watching you, and I will be the microphone in North Carolina.

LISA: Please. I'm looking forward to you being that. Now just know that there are many ways. Let's just find excuses to play together; I love doing that. Finding excuses to play together and then to serve people from our saucer, not our cup.

BRENDA: I got that; I love that, thank you.

LISA: Now, Brenda, that one was for you; you know that.

BRENDA: Hey, I've been writing, girl. I've been speed writing here every time you were speaking.

AMY: Excellent.

LISA: Thank you so much. Thank you so much. Now, Amy, you know I feel bad for all the people that don't get to ask the questions. Is there a way that they can e-mail the questions, or do something? I'm going to try to get everybody.

AMY: Yes. Anybody that's in the queue right now, you can go ahead and e-mail your question—and you know who you are, you've already pressed \*6 on your phone—go ahead and e-mail your question to [admin@WakeUpCallCoaching.com](mailto:admin@WakeUpCallCoaching.com), and we will forward those over to Lisa's



assistant, so that you get a chance to interact one-on-one with Lisa, and there's probably about nine people in the queue, so we'll get those questions over to you, Lisa

LISA: Good, good. I want to serve you guys, I want your questions. I know for me, for a long time, I needed to have connection like this, so I want everyone to feel connected. I want you to know we're in the same community.

AMY: Yes. So we just have a minute left. I want to do a couple of things. First is I want everyone to know that Lisa has generously offered to give one of her books, that No Matter What book away, so Lisa go ahead and pick a number between one and 50.

LISA: I will pick the number fourteen, because my son is fourteen.

AMY: Okay, great.

LISA: He's at summer camp and I'm missing him. I'm in the mommy mode, so fourteen.

AMY: Fourteen, okay, great, so go ahead and email [Lisa@Lisa-Nichols.com](mailto:Lisa@Lisa-Nichols.com) and put Women Masters in the subject line. The fourteenth e-mail that they receive over there with Women Masters in the subject line will receive that book.

Then finally, Lisa, just give us an inspiring homework assignment, the biggest takeaway that you want everyone on this call, and we'll un-mute the lines for a gratitude to you.

LISA: Oh, absolutely. I'm excited about this. Now before I give you this, I want to let you know that if you know anything about my work, that I do work with teens, and I'm passionate about teens and as of June of '08 we've worked with over 210,000 teens, and we're having our annual Teen Empowerment Life Skills Training August 1 and 2, and this is not the same registration for the adult workshop, but if you go to [NoMatterWhatTour.com](http://NoMatterWhatTour.com) today, you'll see an invitation to join our teen workshop. When you register your teen to come they get to invite you as their guest for free, as parents, and we'll teach you with them, and it's just life changing, so I always have to throw in that about our babies, about our children, and make sure our children are part of the conversation.

AMY: Great, so [NoMatterWhatTour.com](http://NoMatterWhatTour.com)

LISA: Right, and so that's where you go, and just look at the teen work, and just be inspired, and join us if you like.

This exercise is an action item that got me off the floor. I was in a breakdown and so it's this. In the mirror I want you to complete three sentences. Get your pen and paper; please write this down. The first sentence, and you complete every sentence seven different ways, seven different endings. The first sentence you say your name, looking at yourself, speaking to yourself, and you say your name. So you say Laura, I'm proud that you; Gail, I'm proud that you; Brenda, I'm proud that you; just say your name; Michael, I'm proud that you; Ayana, I'm proud that you. Seven different things that you're proud of yourself for, from yesterday to 20



years ago. I'm proud that you got out of bed; I'm proud that you got out of that unhealthy relationship; I'm proud that you have been working hard for 20 years, even if it's at five different jobs. I'm proud that you—please celebrate yourself.

The second sentence that you complete is: I forgive you for, so it's Nicole, I forgive you for; Michelle, I forgive you for; CJ, I forgive you for, and begin to cut the shackles attached to shame, blame, guilt, regret and anger, and free yourself right now. Free yourself for things, forgive yourself for things you did yesterday and forgive yourself for things you did 20 years ago, and anything in between.

The last sentence is: I commit to you that, so it's Brenda, I commit to you that, I will celebrate you every day; it's Laura, I commit to you that, I will be your first cheerleader, I won't expect anyone to love you more than I love you, so it's making a commitment and a declaration to yourself. By doing this, Amy, and you do this in the morning after you've brushed your teeth; you look in the mirror. By doing this first thing in the morning, you have celebrated yourself first, you have forgiven yourself and released yourself first, and you have made a commitment to yourself first, before you've done anything for anyone else. Now you're serving everyone else from your full tank and you're serving them from your overflow.

AMY: Great. Thank you so much, Lisa. You are just such a gift to the world and thank you for being on this Women Masters call. I'm going to go ahead and un-mute the lines so everybody, when you hear your line is now un-muted, go ahead and yell and express your gratitude and thankfulness and appreciation for the amazing Lisa.

LISA: And I'll see you guys in San Diego or I'll talk to you online or I'll see you . . .