



The Women Masters Interview with Amy Ahlers & Samantha Bennett

AMY: Welcome, welcome one and all to the Women Masters Teleseminar Summer Series, the final call of our Summer Series. We are so excited and glad and overjoyed that you're here with us. My name is Amy Ahlers and I'm the creator of the Women Masters and also the Wake-up Call Coach, and we have a really exciting and special call lined up for you today. I have Samantha Bennett, who is just the goddess of all trades, the wearer of many hats in the world, and who I am just privileged to call my friend. I am going to introduce her and then she'll do a little introduction for me, and then we'll get into the meat of the call, around how to stop being so hard on yourself.

Samantha Bennett is the founder of The Organized Artist Company, which you can check out at TheOrganizedArtistCompany.com, and she is dedicated to helping creative people get un-stuck in whatever way they're stuck, especially by helping them focus and move forward on their goals. Based in Los Angeles, Samantha offers her revolutionary Get It Done workshops, tele classes and private consulting to overwhelmed procrastinators, frustrated over achievers and recovering perfectionists everywhere. I just want to really give props to Samantha. She is amazing at what she does. Her Get It Done tele class is one of the things that helped me get it done when it came to launching the Women Masters, so I can just not recommend her highly enough. Her work is amazing. She is amazing. With that I'm just going to invite everyone to take a deep breath before I hand the mike, so to speak, over to Samantha, and get ready to be in the mode of receiving on this call—I think I needed to take that deep breath to slow down because I'm so excited—to get in the mode of receiving and stop multitasking, if you can. With that I'll hand it over to Samantha.

SAMANTHA: Hi, Amy. I'm so glad to be here with you guys. I have to say the community of women who make up the Women Masters are just becoming my favorite people on this planet.

AMY: I know; I know.

SAMANTHA: You guys have no idea how cool you all are. It's really been a pleasure doing business with you guys and it's been really fun working with Amy on this Women Masters project. I have to say, Amy, you are absolutely the poster child for the Get It Done workshop. I don't know anybody who has built such an enormously successful business. I would love to take credit for it but honey, I think it's all you.

AMY: Well thank you and just to chime in regarding this community, I have to say that I agree with you and one of the feedbacks that I'm getting from the Women Masters who have been my masters on this call is that they are blown away by the audience. They're blown away by the quality of questions, they're blown away by the responsiveness, and they're blown away with the gratitude that people give at the end of the calls. Ladies and all you enlightened gentlemen on the call, thank you so much for being who you are and for attending these calls week after week. It's just a joy.



SAMANTHA: So let me run down Amy's bio. Amy is the Wake-up Call Coach, who is on a mission to wake you up to the truth about how fabulous you are. She started coaching in 2000 and she has never once looked back. She is an international certified coach, she's the CEO of Wake-up Call Coaching and the creator and host of the Women Masters Teleseminar Series, which are on right now. She has a B.A. from the University of California, has a CPCC, which is Certified Professional Co-Active Coach, from the Coaches Training Institute. She's a Bigger Game Certified Coach. She's a Certified Business Advisor from OneCoach and specializes in small business and entrepreneurs, and she's a Master Coach equivalent. Today—oh my gosh, I just got chills, Amy—today she is launching her brand new Wake-up Call Mastery Circle. It's a very exclusive, very small group of exceptional women who are ready to really see some amazing and profound changes in their lives in the next two to three months. We'll be talking more about the Mastery Circle program later on in the call, but it is a really incredible opportunity. If you are ready to take some big mother may I giant steps in your life, you may really want to consider this program. If you have not already, you are all welcome to a free 30 day trial of the Wake-up Call Coaching program, which is a program that gets mailed to your house. We'll talk more about it later on, too, but it's DVDs and coaching exercises led by Amy. There's a monthly group coaching call, which is incredibly valuable, and you can try it for free for 30 days. Go to ReadyToGetInspired.com. If you've tried it maybe you have a friend who wants to try it. Your friends are our friends.

AMY: Thank you, Sam.

SAMANTHA: With that I want to . . . Amy and I have been talking a lot this, you've seen the catch phrase on the e-mails, Ready to Stop Being So Hard on Yourself, and I've got to admit, _____, I said, you know, Amy, in some ways I sort of don't . . . I mean, I get it, but I kind of don't get it, too. How do you know when you're being too hard on yourself? We all want to be excellent, we have high expectations of ourselves, we want to be improving, we want to be in a state of continuous improvement, we want to notice when things aren't going well. We don't want to just go, oh, you know, just shrug our shoulders and say no big deal, because some of us are little apple polishers and we want to get an A+, you know? So how do we know when we're being . . . what's the difference between just trying to do a good job and being too hard on yourself?

AMY: Yes, it's such a brilliant question, Sam, and I think that we live in this society, especially here in America, and I know other places in the world, as well, but part of the American work ethic is all about achieving, achieving, achieving and going and going and going, and there's that fear that if you don't beat yourself up, if you don't be really, really hard on yourself, that you're just going to not do anything. Signs that you are being too hard on yourself include you're feeling really punished, you're feeling ashamed, you want to hide what's going on with you, you want to conceal the things that you think that you're not doing, you're feeling guilty in some area in your life, you're feeling like you're blaming yourself, you're feeling tormented, you're running that same story and train of thought over and over and over in your head. You're in that negative spiral in your head. You have anxiety, maybe racing thoughts; you're feeling overwhelmed. When we're being too hard on ourselves there's that feeling that we just want to get back into bed and not even start



the day, because why bother, because we've already failed. It's like you've given yourself the F before you even took the test. There's that feeling of that . . . it's a really horrible, yucky feeling when we're being hard on ourselves, and I really want to emphasize here, and contrast that with giving yourself the wake-up call, feeling those moments . . . when we feel like we're having, as my friend Maria calls it, the come-to-Jesus meeting. You're looking at yourself in the mirror and you're saying, alright, Amy, it's time for a good dose of truth here. It's time for you to get real with yourself and make a change. That's not being too hard on yourself, that's giving yourself what I call a wake-up call, and that's not what we're talking about here.

SAMANTHA: It sort of reminds me of the difference between thinking and worrying.

AMY: Yes.

SAMANTHA: You can tell when you're thinking because there's an outcome. You start thinking about a problem and then you come up with a solution. You're thinking about what to get your sister for her birthday and you think of something.

AMY: Right.

SAMANTHA: Worrying does not have an outcome, it's just that running and running and running and running with no result, and that sort of feels like a parallel to this. When you're really ready to make a change you have that calm certainty and you just do it. There's a change; there's a shift. You know it and everybody around you knows it. When you're just being hard on yourself there's no change, there's just this endless yap in your head about how you should change.

AMY: That's right. I love that metaphor of worrying is like a rocking chair. You rock and you rock and you never get anywhere, and that's exactly what being too hard on yourself is about. It is not motivating to be too hard on yourself, and I think that's a big fat lie that gets perpetuated. If you worry about it, if you're really hard on yourself it's going to motivate you. It does not motivate you. It actually is de-motivating. It actually puts you back into bed and that's why I'm so dedicated to helping, especially women, to stop being so hard on themselves because it doesn't work, it's really ineffective and it can cost you your life.

SAMANTHA: That's absolutely true. You said something really beautiful to me about what happens when you ask women that question.

AMY: Yes. If I say to a client, so where are you being too hard on yourself, one of two things will happen. She'll turn beet red because she knows she's been caught, like, oh, um . . . or she'll tear up because she will get in that moment; it's instantaneous. I ask all of you on the call right now to ask yourselves, right now, just get quiet with yourself, and ask yourselves, what are you being too hard on yourself about? Where are you being too hard on yourself? I know for me exactly, the very first thing that comes up for me; I know exactly where I'm being too hard on myself. How about you, Sam?



SAMANTHA: You know, I'm turning beet red in this moment right now because the first thing that popped into my mind, and we were talking on the Wake-up Call group coaching call yesterday, the Ask the Wake-up Call Coach yesterday. One of the women was calling in and she was a coach, and feeling like she needed to, you know, didn't want to show her dirty laundry in public because you're supposed to be in charge, and here I am, helping other people, and I have a workshop, for crying out loud, called Get It Done, and here I am being too hard on myself about is I have an unfinished book proposal and I have been torturing myself about how I should have finished this by now, for a really long time.

AMY: Yes. Thank you.

SAMANTHA: I can't tell you how much I hate to admit that.

AMY: No, I know. I get it, right, and so it is . . . it's really . . . thank you for telling on yourself and for lifting the veil, so to speak, and for being authentic about that, and I'll share mine. For me I have not dropped the final eight pounds since this pregnancy with my daughter Annabella, who's now almost two, and it's like saying it out loud, a couple of things happen to me. A), I feel a little embarrassed, B) I feel said about it because I thought that it would just come off. I breastfed my baby and I thought, oh, it's like liposuction, that breastfeeding thing. Um, no it's not—wasn't for me—and also it's a little bit like . . . it sounds a little absurd to me that I would be wasting a ton of time, energy and head space on eight freaking pounds—that sounds completely absurd on another hand, too, so it's interesting to bring it to the light.

SAMANTHA: You know, we've talked before about how that voice in your head that's so mean. You would never speak to a friend or a child in that voice that you yell at yourself with.

AMY: Yes.

SAMANTHA: So to hear you say that, eight pounds, and I'm thinking, Amy, you're so beautiful. You're this gorgeous, sexy, fabulous, blonde bombshell. Like, really? Eight pounds? First of all, where are they, and second of all, are you kidding me? I'm sort of loving kind of the . . . if you imagine, if all the women on the call sort of imagine their best friend complaining about this thing that they're being so hard on themselves about. What would your first reaction be?

AMY: Right. That's right and I am blushing over here, and that's why it's so important for everyone on this call . . . I encourage you to admit it to one person in your life that you feel really safe with, to just admit, hey, listen, I just got off this call, I was on this Women Master call with Amy Ahlers, the Wake-up Call Coach, and she told me that I needed to go and tell someone what I'm being really hard on myself on, and just to be witnessed in that is really powerful.

SAMANTHA: We've seen that before, that once you give that . . . because that's the voice of the inner mean girl, so once you say it out loud it sounds a lot sillier out in the world than it does inside your head.



AMY: Right. When I hear you about the incomplete revision of the book proposal, I just think, and what have you been busy doing, Sam, just hanging around eating bon-bons? I mean, let me tell you, everyone that's on this call, Samantha is truly . . . she keeps seventeen plates spinning with two hands; it's amazing what she's accomplished just in the last week, let alone . . . yes, so.

SAMANTHA: I'm a busy girl. There's no two ways about that.

AMY: Yes.

SAMANTHA: So it's really hearing clearly what this mean girl's sentences are. It sounds like that's really . . . like really getting clear about what the criticism is and just acknowledging how mean that sounds.

AMY: It is. It's mean, because it's not only like, oh, you haven't lost the eight pounds. My inner mean girl, when I allow her . . . when I just tune into her for a minute, she is horrible about it. It's not just like, oh, you haven't lost the eight pounds. It's like, you haven't lost the eight pounds, you're fat, you look disgusting, you should just quit your job now, are you really going to do more videos, really, you shouldn't do anything. You know what? You shouldn't go out of the house until you lose that eight pounds. It's crazy. It's crazy making when we let her be in charge, the inner mean girl.

SAMANTHA: And now all of the sudden you're in a mindset, just to extrapolate on what you were just saying, where you're not moving forward in your life. You're not bringing your light to the world. You're not making videos that encourage and inspire other women because of some nasty, overly critical and misguided voice in your head.

AMY: That's right, yes, and we all . . . I really discovered, as I've been coaching over the last nine years, that everybody has this voice in their head. For the women I like to call her the inner mean girl, for the guys I like to call it the inner a-hole. We all have that inner critic. We all have that mean voice in our head and it is brutal to us, brutal.

SAMANTHA: It doesn't matter how successful you are.

AMY: No matter how successful you are, no matter how successful. Oprah has really made a career off of this, out of letting us in on her inner mean girl, hasn't she? That's one of the reasons we love her and relate to her so much, is because she's honest. She lifts the veil all the time on what's going on with her and we can all just lean in and go uh-huh, I get it.

SAMANTHA: Okay, so it sounds like part of the key is just to get clear about what that voice is saying and maybe get witnessed around that. Share with somebody else. Be Oprah for somebody else in your life and just say how mean you are and how mean your inner mean girl voice is. But that's not going to do it then, is it?

AMY: No. The way that we stop being so hard on ourselves, step one here is to tune into what your inner mean girl is saying about this topic. Get clear on where it is you're being hard on



yourself; that's really step one. Step two is to tune in for a moment to your inner mean girl or your inner a-hole, gentlemen, and really get the top one to three sentences that she says to you about that topic. Then the next step, and this is really important, and we've talked about this before on the last series, is to then close your eyes, take a deep breath, and ask your inner wisdom what she knows. What are the one to three sentences that reflect the truth about you and your life, and about that topic that you're being so mean to yourself about, the topic that you're being so hard on yourself. It's important here to close your eyes or to take a deep breath, to just tune in because whenever I ask a client or a friend or a family member, well, what does your inner wisdom know, they always know the answer.

SAMANTHA: I'm really struck, Amy, I know some of the women on this call are creative people. They're either in the arts or they're just creative thinkers. I can really hear the difference of the sound and the tone and the timber of those voices inside me, and I can really feel the energy shift from that mean, yapping critical voice in my head and that calm, sincere loving voice coming right from my belly.

AMY: Yes, that's right.

SAMANTHA: I've got to tell you, when you said that just now, like go inside and hear what your inner wisdom has to say, I thought . . . this voice came up from my belly that said, how do you know how long it takes to write a book proposal? I've been acting like there's some way, there's some deadline, there's some . . . it takes as long as it takes. It will get done; of course it will get done. Of course it will get done. It will get done in its own good time. If it was done before this it would have been too soon. I trust that it's happening and that it's part of the creative process, that even when you're not writing, you're writing, so I'm not behind. It's in process.

AMY: Yes.

SAMANTHA: Oh, I feel so much better!

AMY: That's right. So Sam, you're in process. How are you supposed to know how long it takes to write a book proposal, sweetie? You don't know how long it's supposed to take and you, Samantha Bennett, you will get it done. That's a perfect time, by the way.

SAMANTHA: Yes.

AMY: I know that for you. All of you that are listening in, you can really hear the power of talking to this with your friends, with your boyfriend, with your husband, with your partner, with your best friend on the planet, with your coach, with whoever you consider one of your biggest fans, going through this process and asking them to just reflect back to you what your inner wisdom has said. And it's just nice to be witnessed in that dark place, in the darkness and the cruelty of the inner mean girl, and then to also be witnessed in the light of your inner wisdom. That is powerful.



SAMANTHA: Yes, I've got to say it felt great. Let me do you. What does your inner wisdom say about your eight pounds?

AMY: Okay.

SAMANTHA: Go deep.

AMY: My inner wisdom says: only eight pounds? Wow, that's really good.

SAMANTHA: Only eight pounds. Wow, that's really good.

AMY: And gosh, you've been really doing your running and your hikes, and you are healthy, and you've been modeling health for your daughter since the day she was born, and you should be really proud of yourself for that.

SAMANTHA: Yes. You really have, too. You have been running and hiking every day.

AMY: Yes, every day.

SAMANTHA: Every day. And you cook healthful food and you model beautiful, healthful, womanness for Annabella.

AMY: Yes.

SAMANTHA: You should be really proud of yourself.

AMY: Yes, and you know the other thing that comes up for me, Samantha, is that eight pounds is irrelevant to what I'm up to in the world.

SAMANTHA: Exactly.

AMY: That it doesn't stop me from anything. It really doesn't stop me from anything except for in my mind.

SAMANTHA: Yes. You are up to big things.

AMY: Yes.

SAMANTHA: And nobody cares about the eight pounds.

AMY: Yes, so there's a part of this process that I want to share with everyone on this call, that can be really powerful. This is actually an NLP technique, with stands for neuro linguistic programming. What I want you to do, Samantha, and for all of you that are on the call that can do this right now, that are running through this process in your head, is I want all of you to find a physical gesture that represents your inner voice, represents where that inner voice comes from. For me, when I look up and I put my hand over my heart and I just rub it



a little bit, and I can then repeat those sentences back to myself—those eight pounds don't stop you from doing anything, and wow, it's only eight pounds, and gosh, you've really been working out a lot and you are healthy and vibrant, and you're doing a good job. For me I'm actually closing my eyes, too. I realize that really helps me, so I'm looking up and closing my eyes and just rubbing my heart a little bit, and locking in that connection to my inner wisdom.

SAMANTHA: Mine is . . . I've sort of got my face turned up and my chest up a little bit, my shoulders back and my chest up, like I'm arching up a little bit, and like a big sweep of my arm, like a Vanna White thing, like, look at all this. The book proposal is part of all this. It's all happening together, the whole thing.

AMY: Yes.

SAMANTHA: Like, look at what else is going on. It's taking as long as it takes. Everything's fine. Look at this beautiful banquet in front of you. Yes, that really helps, to not only hear the voice of what the inner wisdom is saying, but if that were a person making a gesture, what would that gesture be? Tie the wisdom to the gesture and Amy, this is something that you are so brilliant about, and it's one of the things I really love about the Wake-up Call Coaching program, about the subscription program, is that you really . . . you're not really into shallow learning, like oh, yes, that's a good idea, that casual . . . You really bring it home for people and you really bring it home by working through on every level—what does it mean intellectually; what does it mean spiritually; what does it mean physically; how do you appeal to all the senses so that you're not just experiencing the change in your mind, you're experiencing a change in your heart, your experiencing a change in your body. Then the CDs bring information aurally, the worksheets bring it in kinesthetically, you do writing, there's things to read, there's music to listen to, there's the calls to participate in, so there's interactivity and horizontality, what you call that, when things move across, horizontally. You're not alone, you're not isolated in it, and I think it really deepens the learning for people. I think it really gives people a lot of ways into the material and a lot of ways to really use the material and make a change in their life, so that they can, again, see that we're all up to big things in this world and we need to get out of our own way and shine that light out. I think the way you've structured both these calls and the Wake-up Call program is really amazing, really sound. It's a firm foundation.

AMY: Thank you, Sam, and I want to encourage everyone on this call for the next 30 days, to lock in that physical gesture for yourself, and then whenever that inner mean girl comes up, for you to then . . . you will find that if you lock it in physically, mentally, emotionally, spiritually, if you will . . . the minute that inner mean girl comes up, if you do that physical gesture, even in a small way, it will immediately . . . you'll find it to be immediately calming. It's like taking a pill, without any of the side effects, by the way. This is you really tapping in to restructuring the way that your brain is working. It's about building a new neural pathway in your brain so that you can, when that stimulus comes, the topic of my weight, a different reaction happens chemically in your brain, when you start using a tool like this. I just want to repeat the process one more time. Identify where is it that you're being too hard on yourself, and you know. I know everybody on this call knows exactly where they're being



too hard on themselves, and just take on one. Just take on one for the next 30 days, because I know we all have, probably, different areas that we're really hard on ourselves, but the first one that comes to mind, where are you being really hard on yourself? The next thing is to tap into your inner mean girl, ladies, your inner a-hole, gentlemen. Tap in and see what is the two to three sentences that she or he is saying to you about it, that critical voice, and then close your eyes and tune in to your inner wisdom. What does she know to be true? Then go ahead and lock in a physical gesture that will help you lock in that inner wisdom's voice, and whenever that inner mean girl comes up, for the next 30 days, I want you to do that physical gesture and repeat at least one phrase. You can even start out your day that way. You can even start by doing that physical gesture and repeating one phrase, or doing some affirmations around it, and you will discover that you are re-programming your conscious and your subconscious mind. Really powerful, ladies and gentlemen, to do this. This can really be life changing for you because what I know, Sam, is when we transform our relationship with ourselves, everything transforms. There is no relationship that is more important in your life than your relationship with yourself. It's the core of everything.

SAMANTHA: I think what you're saying is exactly true, that when we change our relationship with ourselves, everything changes, and in fact the only way anything changes is by us changing our relationship with ourselves. We think it's external, it looks for all the world like it's them, it's that situation, it's the money, it's the job, it's the kids, it's the husband, it's the this, it's the that, it's the car, it's everything, but it's not.

AMY: No. That's exactly right.

SAMANTHA: It's our relationship inside and boy, is that a tough one.

AMY: Yes.

SAMANTHA: Every day it's proved to me more and more; every single day.

AMY: Yes. We're about to launch into the recap of the summer series, but just to kind of bookend this process and how to stop being so hard on yourself, I hope that you've really locked in this process. As Sam mentioned, I have two programs going on right now. One is an exclusive, private coaching program with me, the Wake-up Call Coach, that I'm calling the Wake-up Call Mastery Circle, and the reason I'm calling it that is because I'm going to take on six to eight individuals that are really ready to end 2009 with a bang. I mean, I want people that are up to huge things, they're visionaries, they're people that are ready to invest in a high end coaching program, get private coaching, and also be a part of this Mastery Circle, where we'll meet once a month and do a mastermind together, because I want this group of six to eight people to be so strong and tight that they'll just continue on for years to come, really of meeting together and talking together and masterminding, long after I'm involved with the program. I love private coaching. I've been missing private coaching because I've been so slammed with the Wake-up Call Coaching program and with the Women Masters, so this is something I want to do now for people that are ready to commit. It's just a four month commitment, the program's \$3,000, and it's over \$10,000 in value.



You can check out that program and fill out an application because I'm only accepting six to eight, and I really want to make sure that this group will have synergy, so I want to hear what's going on for you, what's the goal that you have to achieve for that kind of financial commitment to make sense, for you to look back and say that is the best money I ever spent. That was the best program I ever invested in for myself, so you can apply for this program and see all the details at WakeUpCallCoaching.com/MasteryCircle, and that link is in the reminder e-mail from today, so please check that out and see if that program might be in service to you. It really is something that . . . I'm so excited about this program, Sam. I can't wait. I know the power of private coaching and I know the power of being in a community, and that is just going to . . . I'm going to have superstars in that program; I'm so excited. So check it out.

SAMANTHA: People have to apply. Just because you apply doesn't mean you necessarily get in.

AMY: Well, right, and again, I just want it to be synergy. I want there to be synergy for that, and by the way, that cost you can divide up into four payments, and so on and so forth. It's all on the website, WakeUpCallCoaching.com/MasteryCircle.

Then the other thing I'll say real quick is we do have this other program that's only \$97 a month. It begins with a free trial for 30 days, a full 30 days. I'm going to deliver a whole bunch of inspiring material on your front doorstep, and that you can check out at ReadyToGetInspired.com. That's for women only, it's a group coaching program, and like Sam said, you receive a new inspiration in a box, as I call it, every single month. You get time with me as your coach on a group coaching call, and you get to get in the queue and ask me coaching questions, and the women that are in this program now are absolutely fantastic. See if either of those programs might be a good fit for you. I really hope that you'll join me for one of those programs through the end of the year, because we know the key to change is repetition, repetition, repetition. Right, Sam?

SAMANTHA: Absolutely and first of all, this Mastery Circle thing is such an incredible opportunity. If you can imagine, having Amy in your corner is like having God's own rocket fuel in your life. I want to issue a special little challenge here. If there's women on the call who have tried the 30 day free trial of the Wake-up Call Coaching program, so you've gotten through the CDs, you've gotten the coaching exercises, you did the free trial, maybe even paid for the second month and you called or e-mailed and said, I love it, I love it, I love it, but I really can't afford it, please cancel my membership, which of course we did, immediately. If that's you I want you to think for just a second. Let your inner wisdom think for just a second because if there's really no money, there's really no money, and of course, we don't want you spending money you don't have. But a lot of times we say I can't afford it or I don't have the time, and that's not really the issue. It's \$97 for a reason, partly because there's a lot of high quality material and it takes a lot of time and resources to create that, but also it's an amount of money meant to get your attention. If you say, wow, I'm paying \$100 a month for this, I really want to use it every day, I want to get the maximum value out of it, I really want to work on all these levels and have all this information coming to me, into my life, so that I'm am growing and improving and blossoming in the whole garden. If that's you, if you really feel like this program will have value for you and you think you can find the \$97, we



want you back and we know that you'll see an improvement, and then if I'm wrong, if you don't see an improvement or it doesn't work, then cancel again, really. No hard feeling. We don't mind. If it's really the \$97, then contact us.

AMY: That's right. If money is what's stopping you from participating in the Wake-up Call Coaching program, please reach out. We will have a conversation about that. I don't ever want money to be the reason people aren't committing to change in their life and getting what they need, and I know that money equals commitment, so that's why . . . believe me, ladies, there are thousands of people signed up for this series, and we have hundreds on the call. That's what happens when you do a free program and God bless it, I am so grateful for all of you that are here live and those of you that have gone ahead and purchased the recordings, and money equals commitment. It's just the way that it works. I did coaching for free when I first started out. People would miss calls, they wouldn't show up, so we want your commitment to your life. We're saying all this not to sell you, as Lisa Nichols said, not to sell you but to be in service of you, so if either of those things are in service of you check them out. With that, let's talk about these past seven calls, Sam. I'm so excited. I love doing these reviews.

SAMANTHA: What an amazing summer series.

AMY: Yes. We started the series with the remarkable Mariel Hemingway. She talked to us about living a delicious and satisfying life, and I have to say, everybody that we've had on the Women Masters, whether the summer series or the first series, the inaugural series, has said the same thing when it comes to food, and that is, eat fresh, eat local, eat seasonal. We've got to get away from these processed foods, ladies, not just to look better, maybe that will help me to lose the eight pounds, right? Not just for that, but because it is better for your body. It is better for your health. It is better for your mind.

SAMANTHA: I loved what Mariel said . . . first of all, she's so beautiful, right? What a model. Not model like pictures, model like a hero. But when she talked about processed food being noisy, that really has stuck with me in the grocery store, like I see those really processed things and I feel like all those chemicals and stuff are fighting and yelling, and really noisy. Then you see something like a beautiful zucchini this time of year and it's so peaceful, it's so quiet. You had a real impact on me with that one.

AMY: Good. Her challenge to us, her inspiring homework assignment, was to change what you eat for breakfast and to find a new food each week. So change just one meal, to change what you eat for breakfast to something fresh, seasonal, and try a new food each week. She's like, you'll find all of the sudden, greens, or you didn't eat lentils before and all of the sudden you'll try it and you'll discover you really like it.

Then the other thing that she said that I loved was drink more water. Not only drink it, but drink it with intention, with the intention of I'm loving myself, I'm nourishing myself, just along the lines of . . . what was the movie where they showed the experiment with the water molecules?



SAMANTHA: What the BLEEP Do We Know?

AMY: What the BLEEP Do We Know?, yes. She was talking about that and that experiment they did with the water molecules, that when you send it love, the water molecules literally change. Just a reminder to do that: eat seasonal, change what you're eating for breakfast, try a new food each week. Stay away from the processed, noisy foods, and drink more water with intention.

The second call of the series was Marina Spence—how to make every day a Friday—and this was a fantastic call, especially for those of you that are in the midst of a job transition; really wonderful call. I know that the homework assignment that she gave was to keep an energy journal. You're taking a look and writing down all of the things that give you energy and that make you feel vibrant, alive and joyful. On another page write down all the things that bring you down, the make you feel depleted, depressed and then check out the things that make you feel alive and alert, and really start doing more of that in your life.

SAMANTHA: Really putting yourself back in the driver's seat.

AMY: That's right.

SAMANTHA: That's great.

AMY: And I think that we lie to ourselves sometimes and say, I don't know. I don't know what makes me feel good; I don't know what brings me joy, and if you start keeping something like an energy journal you'll discover that you absolutely know. It can be everything from the simplest thing of, oh, when I eat protein in the morning, that totally changes to, oh, that conversation with that person, that person's toxic for me.

SAMANTHA: Yes. That's great; that's really good.

AMY: Then we had Arielle Ford.

SAMANTHA: Wow.

AMY: I loved that call.

SAMANTHA: What a knockout, and everybody knows you can buy these recordings, right, because they're worth hearing again. She has such a wonderful attitude about love.

AMY: Such an amazing, and I love that she . . . one of the takeaways, she really wanted everyone to get is that big love is possible for anyone at any age, period, end of story, so if you were maybe someone on the call that hasn't found your soul mate, that hasn't found that partnership that really works and nurtures and inspires you, do not give up hope. Absolutely you can find that. I also love that everything on that call can be used to attract a soul mate and can be used for any area of your life, to attract any sort of change in any area of your life. That call, if you missed it, definitely listen to it because really, it can be



used for every aspect. I've been doing that for everything from team members that I want to attract for my growing company to I have a client the other day that was using it for the person that they wanted to attract to do their books, to do their bookkeeping, a woman that was really trustworthy, they were using that soul mate secret list, the dream list, and then burning that list and saying, okay, universe, I'm giving it up to you to find that for me.

SAMANTHA: Yes, great.

AMY: Then the other piece of homework that I just loved was she said make a list of who you need to forgive and forgive them. That something, like, that would really be costing you and taking up so much space, that's keeping you from attracting the things that you want in your life.

SAMANTHA: It's another one, Amy, where we feel like it's them, but we can't change them; we can only change us.

AMY: Yes.

SAMANTHA: Really take that opportunity and yes, clear up those clogged pipelines, because big love is out there and it's trying to get to you. That big love is trying to get to you.

AMY: That's right. Then our next call was Lisa Nichols.

SAMANTHA: It's like having children. It's not really right to have favorites, but come on.

AMY: Yes. This call with Lisa Nichols was . . . boy, I was tearing up and had goose bumps, literally, 50% of that call. She's just powerful, isn't she?

SAMANTHA: Talk about lifting the veil and telling it like it is.

AMY: Yes. Talk about truth telling and talk about tapping into your inner wisdom; my lord. She is so tapped in it is amazing, and her perspective and mindset. I loved this. She talked about this at the beginning of the call, that she got an e-vite to the recession and she RSVP'd no, and I just love that perspective, of that you get to choose who your dinner guests are, so why are you inviting worry, anxiety and the recession to your table? Knock it off. They're not welcome at your table, they're not welcome in your home.

SAMANTHA: Even just the title of her book, No Matter What. When you really get serious about change in your life and you just absolutely have to be different. That's it. End of story. _____ that come to Jesus, that calm certainty, and you just go, that's it. No matter what.

AMY: That's right.

SAMANTHA: I love it. I just feel so energized and inspired just to think that; no matter what.



AMY: No matter what, I'm going to make this happen, yes. The thing I also love about that is realizing where you're ready to say that, and where you're not ready to say that.

SAMANTHA: Right.

AMY: And having it be okay, and letting yourself off the hook. There are certain things that you're going to say, you know what, I'm not ready to say that about that, but there are certain things where you're going no matter what, I will XYZ, and then you make it happen.

SAMANTHA: And even no matter what, I'm going to stay flexible and open around this.

AMY: That's right.

SAMANTHA: It's not my determination that's going to make everything happen, but it's my conviction.

AMY: Yes and one of the homework assignments she gave us was for everyone, and I really recommend if you have not done this yet, do it. It is powerful. You'll want a pen for this one. Go in front of the mirror and complete the following sentences. I want you to actually say this to yourself: I am proud that you . . . so you're talking in the mirror to yourself and saying to yourself, Amy, I am proud that you, and fill in the blank.

SAMANTHA: Oh, that makes me puddle up, just that alone.

AMY: I know. Then the next sentence is to look in the mirror and say, Amy, I forgive you for, and fill in the blank. Just saying right to yourself, I forgive you for, and then fill in the blank. Finally I commit to you, and fill in the blank. So I am proud of you, I forgive you for, and I commit to you, and doing that exercise in front of the mirror . . . in Lisa's book, No Matter What, it's an amazing book, and she gives a lot of exercises, and she does a lot of mirror work because she gets that, just like I was saying earlier, your relationship with yourself is the most important relationship in your life.

SAMANTHA: And Amy I can just imagine doing that and watching that inner mean girl melt like the wicked witch at the end of the Wizard of Oz.

AMY: That's right.

SAMANTHA: No inner mean girl could stand up to that kind of love and forgiveness, and empathy and self-care.

AMY: Yes; really powerful. I have to say that's one of those calls that I personally will listen to probably ten times, because it was that powerful.

SAMANTHA: It was action packed, too. There was a lot going on in that call.



AMY: Yes. There was a lot. There was a lot going on. Repetition, repetition, repetition. Really worth getting the recordings and / or transcripts or CDs, whatever works for you, just to be able to listen to these calls again and again.

SAMANTHA: Or share them with a friend.

AMY: Then the next call was the fabulous Christine Arylo, who did superpowers of the 21st century woman, and this was such a great call. She really talked to us about the superpowers that we have as women and that we need to be taking advantage of and taking ownership of. Superpowers like intuition; huge superpower that we need to be honing in. I loved her thing, and this is so great because it ties right into the next call as well. Two homework assignments. One of the things that she really wanted everyone to get is that you are enough right now. If you never did another thing, if you never accomplished another thing, you are enough right now. Christina's really into the term achievement junkie, that she's a recovering achievement junkie herself and that was really powerful to hear because I think as women, especially as a little girl, we grew up in these times when it was about women can do anything, women can have everything. We can have it all, we can have it all, we can have it all, and it's exhausting to try to have it all and do it all; exhausting. So getting off the achievement junkie train and getting on to knowing that you are enough right now.

SAMANTHA: That's beautiful; that's really great.

AMY: Yes and the homework assignment is that if you're ever feeling stressed out, use these three words and say it out loud: I let go; I let go.

SAMANTHA: I have to tell you, Amy, I didn't hear this call and I haven't listened to the recording, and I feel like everything you're saying is just hitting me so square in the chest.

AMY: Oh Sam, oh yes, this call has your name on it. You must listen to it. It is such a great call, yes. It's a good call, yes.

SAMANTHA: But I did hear Auriela McCarthy, and that was awesome.

AMY: Yes. I just love her and her book, The Power of the Possible, is such a powerful book, and the title of her call, Nothing Changes Until You Do.

SAMANTHA: Where have I heard that before?

AMY: Right, and really deeply getting that we are seriously powerless to change others. For someone like me that's a coach, and I know someone like you, Sam, we just love to help, don't we?

SAMANTHA: I love to help.



] AMY: Yes, so it's great when people ask for our help, absolutely. We're there, ready to go, and sometimes I can be a little meddling in other people's business, and her whole message was guess what, you are powerless to change another person, and you need to stop trying. It's a huge waste of energy and getting that the only job you have is to change yourself and that by the way, when we do change, things change. She gave some beautiful stories in that call, examples of when, all the sudden, you decide, oh, I'm just going to accept who this person is, that that's when they actually change because they stop being defensive, they let their guard down and they say, oh, now I can really see who I've been being, because I've been so busy blaming you and being defensive about you trying to change me that I didn't even have the space to get that what I'm doing isn't working, that who I'm being isn't working. Really powerful and her book is just so beautifully written. This was another thing and this just ties right into what Christine was saying: you cannot be lifted if you don't let go.

SAMANTHA: Yes.

AMY: I just loved that call. I love Auriela. I think I'm going to be doing some stuff with her in the future. She's just powerful; really amazing teacher. The other thing, and I love this, is that what you want matters. What you want matters. It's not always the first priority, but it doesn't mean that it doesn't matter. You are important. That was a huge message of that call. You are important and what you want matters.

SAMANTHA: Again that little inner voice that says I want, you know, that's part of your inner wisdom, too, and that desire, it's energy, it's motivation. If we're constantly depressing it, especially thinking that you're "helping" other people by suppressing what you want, you're not.

AMY: Right, because that just builds resentment, doesn't it? I'm just going to pretend that I don't want anything. My needs don't matter and I'm just going to be the martyr all the time.

SAMANTHA: Like, what do you want; what do you want me to want?

AMY: Yes and she was saying that for her, for women of her generation, that that was just something that was never asked. For her, when someone said to her for the first time, well what do you want, that was like revolutionary to her because it was something that she had never learned. She grew up in the USSR at the time, in the Soviet Union, and that was absolutely not taught. I love that. I love everyone on this call thinking about what is it that you want, and making that important, making that matter, because you do matter.

Then our call last week was with Patricia Varley, reinventing success from the inside out, and actually we got an e-mail on this and I'm realizing as I'm about to say this that I actually did not have a chance to respond to this person. One of the homework assignments was list the top things in your life, up until this point, that have brought you the most joy, and the frame on that, the reason that you want to do this, is so that you can notice the pattern and what connects all of the things that are on that list. It helps you with your life purpose work. When you lit out those peak experiences, when you look at the things that bring you joy you



will find a pattern and that is part of the doorway into understanding and living your life's purpose.

SAMANTHA: See I was in and out of that call because I was trying to do a bunch of things at once, of course, so I only heard part of that, but from what you're saying just now it seems like that might be the kind of thing that getting a coach or a really trusted friend to look at that list with you, because sometimes other people can see connections in our lives that we can't see, sort of the forest through the trees, but we're the tree.

AMY: Yes, absolutely. One of the other takeaways from that call, and I actually blogged about this a little bit because I just think this is so great, is creating a shoulds and oughts jar.

SAMANTHA: Oh, that I did hear, yes.

AMY: I just love that, just having a box, like a shoe box or a jar or a file where you just put in all the shoulds and oughts, and you just pop them in there and let them go. Stop playing that game with yourself. You can let desire in, yes.

SAMANTHA: So great.

AMY: That brings us to this call today and I want to remind everyone, check out the two programs that I'm doing right now, the Wake-up Call Mastery Circle. That can be found at WakeUpCallCoaching.com/MasteryCircle, and you can fill out an application if that feels right for you, and then check out ReadyToGetInspired.com

SAMANTHA: You have to be ready for that, because that's pretty intense, right? Not intense like doing your taxes, but it's for people who are really ready.

AMY: Yes. It is for people that want to commit, are ready to pop down some cash and commit and get private coaching, and also be with a group of six to eight individuals that are also up to something big. If you want to accomplish something huge by the end of the year that program may be a really great fit for you, so check out the details on that webpage.

SAMANTHA: Yes and with everything you get, it's actually not expensive.

AMY: Oh, no. It's a third of the cost of what I should be charging for it, quite frankly, but I wanted to make it . . . you know, I'm aware of what's going on in the world. I didn't want to live completely in a vacuum.

Then the other thing is the ReadyToGetInspired.com webpage that gives you a free inspiring gift to get you started and a free 30 day trial in the Wake-up Call Coaching program and if you love it, great, you can stick with us, and if not, no hard feelings. Get the free gift and drift away if that's what works for you.

SAMANTHA: Right and if you've drifted away and you want to come back, come back, and if the money's really an issue, like we said, contact us and we'll talk about it.



AMY: Yes. We'll talk about it. Sam and I are reasonable women.

SAMANTHA: Yes. We can work something out. A payment plan, or something. We're creative; we'll think of something.

AMY: We'll think of something, yes. The bottom line for me, Sam, and you know this about me, and I deeply mean this, is that I just want to be a wake-up call in the world and I want to be a wake-up call for you, the people that are on this call right now, and I'm deeply moved and honored that you've been taking an hour out of your week to attend these Women Masters calls. It's been such a joy for me and do not fear, the series, is not going away. I am taking a break through the month of August and we're starting right after Labor Day on September 17th. Our fall series is then. We have an amazing lineup for you, including Victoria Moran, who's written the bestseller, Living A Charmed Life. We have Alexis Neely, who is an amazing blogger, lawyer, this woman is amazing, fascinating; you're going to love her. Basically it's going to be a ten week series. We have Ariane de Bonvoisin, who's written the book, The First 30 Days: Your Guide to Making Any Change Easier. We have an amazing lineup and we also have Marianne Williamson, who I'm still waiting to hear back from her, to find out if we're going to do a one-off call on August 13th, or if she wants to be in a call in the fall series, so I'll let you guys know about that, but I'm so excited. I have had some wonderful conversations with her and she's just amazing, so stay tuned. You'll be automatically signed up for the fall series and receive some emails about it, so don't worry, you don't need to re-sign up, and I will offer you guys some special pricing on the recordings, and so on and so forth, so be on the lookout for that, come the beginning of September, more information about that and about that series. It will be free. The live calls will be free and if that's what you can do right now and manage, please, come and enjoy the free calls. I love it! It's so exciting and I'm just honored.

SAMANTHA: Also, Amy, speaking of free stuff, if people want to sign up on my website, they can have a free, 30 minute consultation with me.

AMY: Oh, yes, ladies and gentlemen, please . . . I'm so sorry, Sam, that I didn't mention that. Please go to TheOrganizedArtistCompany.com, check out Samantha and her work and a free 30 minute, one-on-one consultation with Sam will be life changing, truly. Sam is so brilliant, so take advantage of that. Go and check out what she's doing and I know she has a great regular weekly class going on right now that is fantastic, so TheOrganizedArtistCompany.com. Check her out.

SAMANTHA: I have to say, Amy, I've been getting a bunch of calls working with people who are job hunting, and that's been really an interesting application of what I do, so that's been fun.

AMY: Yes, that's great.

SAMANTHA: The people in the Women Masters program are the best, just the coolest women.

AMY: They are, I know.



SAMANTHA: I'm all about that.

AMY: I know. I'm so honored and I'm going to be doing a couple of new things with the fall series to just try to . . . I think I'm going to do a Facebook group or something along those lines, so that we can start talking to each other. I really want more community. There's lots of amazing things in the works and I'm so pleased. The major takeaway that I want all of you to take away from this call is that you do have an inner wisdom that is so brilliant and beautiful, and is more brilliant than any coach, than any book, than any tape, than anything. Your inner wisdom is where it is at. Please tune into her, please tune into him and really deeply connect with that on a daily basis, and your life will change. You are the expert in your life and I'm here to support you, Samantha's here to support you, this series is here to support you, the programs I'm creating are here to support you, and all of that is there to support you in tuning into you. Thank you so much for being on this call today and with that we will sign off. I will go ahead and un-mute the phone lines. We'd love to hear your beautiful voice saying thank you. Until our call on September 17th have an amazing month and a half here, a few weeks, over August, and I love you. I deeply love all of you, truly. With that, Sam, anything else?

SAMANTHA: Just a happy summer vacation. Take a day for yourself.

AMY: Okay, and we'll un-mute the lines. We'd love to hear your thanks.