



The Women Masters Interview with Peggy McColl

AMY: Welcome. You guys, I've been having Women Masters withdrawals, so I'm so excited that we're back now with the fall teleseminar series. This is Amy Ahlers, the Wake-up Call Coach. I'm the creator of the Women Masters and the CEO of Wake-up Call Coaching, and I hope that you guys are ready to get inspired. I am so ready to get inspired. I have had, whew, what a morning, ladies and gentlemen, enlightened men that are out there on the line. Wow, what a morning. My husband's in the other room probably smiling right now. I've had a crazy morning and I'm just deeply, deeply grateful to be here with all of you on the call. As most of you know—because some of you are from all of these past series that we've had—my vision for this series is to allow people from all over the world access to the most respected women experts of our time, so that you can be inspired and be motivated, and stay motivated. I want all of you on today's call to wake up and step even more into your power, your genius, your peace and your joy. Let's just take a moment right now and breathe. Just take a deep breath with me. We can't hear you, so you can just do one of those loud exhales. Doesn't that feel good? Go ahead and stop multitasking, if you can, and just get ready to deeply receive the wisdom and the insight from today's woman master, the fabulous, extraordinary Peggy McColl.

Peggy is an internationally recognized expert in the area of destiny achievement. Don't you want to achieve your destiny? I do—I know I do. Her purpose is to make a positive contribution to the lives of millions of others and she has been inspiring individuals, experts, professional athletes and organizations to reach their potential for the past 25 years. She is the president and founder of Dynamic Destinies, Incorporated, an organization committed to delivering sound principles for creating lasting and positive change. Peggy lives in Canada with her son Michael and her husband Dennis. With that, she's written some amazing books, including her latest and greatest, The Won Thing, which you guys are going to just eat up, The "One" Secret to a Totally Fulfilling Life. You guys have got to go out and buy this book, you're going to love it. With that, welcome Peggy. Welcome!

PEGGY: Thanks, Amy. I love your energy; it's great—very infectious.

AMY: Oh my gosh, well as you said, the name of one of your other books is A Dog With a Bone, right?

PEGGY: Yes, and that's you.

AMY: You commented in an e-mail exchange we had. You said, Amy, you're like a dog with a bone and I said, yes I am; I'm gnawing on the bone. I want to inspire people, just like you, Peggy, so thank you so much for being here. I'm thrilled to have you.

PEGGY: My pleasure. I'm thrilled to be here and always a pleasure to serve.

AMY: Yes, indeed; indeed. Let's dive in here. Your book is called The Won Thing. What do you mean by the won thing and what's the story with this won thing title?



PEGGY: I found from my own journey that I was really searching for one thing. You could call it a quick fix, I suppose; one thing that's just going to make me feel like I'm successful and I'm fulfilled and all of that. A journey began several years ago, over three decades ago, actually, where I was in pursuit of this one thing, and I would reach a point in my life where I think, oh my goodness, I've got it, this is it, this is what it is, and I would apply this thing into my life, whatever it was—managing my thoughts or focusing on goals or gratitude, or whatever it was—I would implement that in my life and after a period of time I would experience positive change, but then I would have that sense of there's something else, there's something else—there's got to be something else, and it was this dissatisfaction that would cause me to get back on that pursuit again, looking for the one thing, and I'm not alone in this. A lot of people really search for one thing and I think when the movie *The Secret* came out a lot of people felt that they found it, you know, here it is, the one thing. Yet you heard a lot of controversy about well, that's not really it, it's also this, and so there you go. We've got so many people saying the one thing is this and the one thing is that, and the one thing is another thing, so I thought that there is one thing and I'm going to give people what the understanding is of that one thing is, and of course it's about winning at life. Not about accumulating stuff—that's not really what it's about—it's just feeling that sense that you are fulfilled and that you have won, let's say, the game of life, and that definition is totally up to the individual what that means. It's not a matter of oh, I have this and you don't, so that I've won, or I've beaten you to this so I'm the winner, you're the loser, or whatever. It's not that at all. It's just a sense of a personal decision, a personal feeling, and a choice to just feel fulfilled in this very moment, in this very day.

AMY: That just makes me want to breathe again. I just got goose bumps when you said that, and I know that there are so many listeners right now that can so relate to what you're saying, and it can be that feeling of, you know, having a carrot on a stick dangling from your back and it's always just out of reach, and you're almost there but you just never get it.

PEGGY: If it's always in front of you, if you think it's always in front of you, you're never going to feel fulfilled. Never are you going to feel fulfilled—how could you possibly feel fulfilled if you don't have it, if you don't think you have it right now in this very moment?

AMY: And it seems like that is something that has been so taken advantage of in our society with the whole consumerism thing, like if you just have this one thing, if you get this one car . . . we've gotten spoon fed that our entire lives, really.

PEGGY: And face creams for women, this one's going to do this for you and that one's going to do . . . We just renovated the en suite bathroom in our home and of course I had to clean out the drawers and the cupboards and stuff, and all this stuff that I bought with the thinking that this is the one that's going to make me look younger, or remove the wrinkles, or whatever, as you see in the commercials. It is similar, that pursuit. Just earlier today I was on another interview and this woman said to me, she said, what do you think people are going to get when they read The Won Thing, or what are they going to feel when they read The Won Thing, and I said, relief.

AMY: Yes.

PEGGY: They're going to feel like, oh, I'm liberated, oh thank you, thank you, thank you.



AMY: That's right, yes. This is really . . . it sounds like this is a book to liberate people from that constant pursuit and have them just be in the moment and be present.

PEGGY: That's it. Exactly.

AMY: That's so great. I know that I shared with you that I read . . . one of my favorite quotes from your book so far . . .

PEGGY: I like that.

AMY: The one that I had to grab the highlighter for is one page 29 and you say, we live in a town called misery but think it's a town called honesty. Let me repeat that: we live in a town called misery but think it's a town called honesty. Then you go on to say, we create our reality; if we want to believe that our existence can be deeply fulfilling and joyous we have the ability to manifest that starting today. Tell us a little bit about that, because I know right now there's a lot of people that are needing to "face reality," and the reality isn't pretty for a lot of people right now. People's finances, people are losing their jobs, all this challenge that's going on in the world.

PEGGY: Yes, absolutely. That feels very real. It is real when it feels real and I'm not saying ignore it, put a lid on it, let's pretend it's not there. That to me is garbage. I think that it's a matter of saying let's just take a look, let's just become aware and not to become someone who's going to criticize ourselves, because we tend to be very good at that, or not because we're going to say, you fool, I can't believe that you did that or you created that, but just from a perspective of just taking note and saying hmm, have I created some of this reality? What's my position in this? What role have I been playing in the actual evolution of what's showing up in my life? It's a matter of switching perspectives and recognizing, one, that you have been responsible for create the results that you've been experiencing in your life, not to whip yourself but just to say hmm, isn't that interesting. Then to move to a place of choice, which is the next step, to say okay, well I am choosing to believe that I have the power to change, that I do have the ability to create, and I'm going to do that right now. The quote that you read in The Won Thing is from a chapter called Think It Be It, which was what I thought The Won Thing really was, which is obviously a very important part of it and is a very powerful thing, and it impacts our life in incredible ways and of course in devastating ways, and if people think that it's not important they need to think again, because it's vitally important.

That's really what I'm saying is that okay, if you had challenging experiences or you're even experiencing them right now, just recognize for what it is but choose right now that if you want to experience something different, that you can, and you can begin in this very moment, to start to see the change. Now will you have an instant response? Well, sometimes, but not always. There will be this period of time that's going to lapse. There's a Law of Gestation that dictates that there is a period of time that must elapse before all things manifest into form. That's the power of thought, as well, those thoughts. That's a big part of it. It's really a big part of the understanding of what the won thing is.



AMY: Yes. I love that you mention the Law of Gestation and I just always imagined . . . we would think we were absurd if we planted new seeds in our garden and expected the next day to have the full grown plants there, and yet we begin these important changes in our life, when we're making a shift, when we're deciding on something, that can be the kind of expectation that we put on it. A baby takes nine months, really, ten months—I have a two year old so I know, honey, that was a long pregnancy, or in my case, over ten months—but it takes the amount of time that it takes, so just trusting and trusting and watering and nurturing, and letting that sunlight in and nurturing those seeds so that they will grow, but not expecting the miracle overnight.

PEGGY: That's right and for a baby we know how long that takes, but for some other things we don't know, like to have our finances turn around, to have our business start to turn a profit, to have that perfect partner into our life, or to improve our marriage, whatever it is. We don't know how long that's going to take, but what happens is when we start the pursuit, we're on pursuit, we're planting the seeds, we're manifesting, we're watering, we're nurturing, we're doing all the things that we're told that we're supposed to do, and we're busy, busy, busy doing all those things. We reach a point where the result's not there and we say, darn it, all this stuff doesn't work. That's what I experienced in my life. I know a lot of people do, too, and then what happens is in that very moment of the darn it and the frustration, we stop the flow again. It's like we shut the valve off. We shut the flow of abundance off. We shut the flow of creation. We stop the party of men streaming up the street to come and meet us, or whatever, so we've got to realize . . . a lot of it is being aware of when we're creating and when we're destroying. Am I creating or am I destroying? Am I creating or am I destroying? Today did I create or did I destroy? What level did I create? What level did I destroy? You can do whatever you want, it's your choice. That's a great gift we've been given, is this choice, but if we do want to experience a sense of fulfillment, then it's up to us to make some new decisions, some new choices, and create some new disciplines.

AMY: Yes. I love that, did I create or did I destroy. I'm going to invite all the callers right now to just take a look in your life right now, in this moment, and look at where are you creating and where are you destroying. Where are you in line with the flow of source energy to universe, god, spirit, whatever it is you want to call it, and where are you off track and disconnected from that feeling? Then what I'm wondering, Peggy, is if you can give us some tips right here on the call. When we know, because, like you said, sometimes we're aware—oh my gosh, I'm in that negative spiral, I'm destroying, I admit it, Peggy, I'm destroying—how do we get back into that mode of creation? How do we get back connected again?

PEGGY: What a fabulous question. The first thing is to just become aware of it, so that's a step, of course. Then when we notice that we're doing it, then just deciding in that moment to stop. Sometimes we're doing it with our mouths. I one time wrote an article called Stop Digging Your Grave With Your Mouth because people are constantly—and I used to do this to, and I was definitely digging my own grave with my mouth, where I was, like, oh you're such a fool, you're an idiot, you're useless, you're worthless, all these things. It's self-criticism, right, and it really is a killing, a destructive thing. Of course, then, we ingest things that aren't healthy—bad drinks and food, and whatever, and some people smoke cigarettes and things like that, and that hurts, too, so we've got to be aware of that. Now sometimes it's someone saying something. I



remember one time this woman was dropping her son off to play with my son and the son turned to his mom and said, can I have some money to go to the movies, and the mom started this dialogue of lack. Now I understand that you can say I don't have any in my possession, it's the truth, I'm not saying you'd deny the truth and start to claim something that's not true, but she started to talk about oh, I don't even have money to buy a loaf of bread, and then she went right into it with full emotions and started to talk about why it was the way it was. Then she stopped herself and said, oh my god, what am I doing. I was like, bite your tongue, because you're destroying in this moment. Sometimes biting our tongues is the thing to do, or just switching. If you are feeling sad, as an example, like if someone's feeling very, very sad, what naturally happens is you have a desire to sink down, physically sink down, almost to a point where you're slouching in a chair, or whatever. Get up, go for a brisk walk. Put some energy in your body. Physical exercise is going to change the way. Or if you're feeling stressed out of your head, then if it's a nice day, like today's a beautiful, sunny day, go out into the back yard or go to a park, go to a public park, lay on the ground, look up in the air, find a cloud, or leaves on a tree, or whatever, and just meditate. Do a nature meditation, just for a few minutes. That will change how you're feeling. Or if you have some favorite music—Michael Bubl  or C line Dion or someone that you love listening to, their music moves you—then put on some music. Yesterday I was coming back from a breakfast meeting and I was dancing in my car. I was sitting in the seat, but I was dancing, and at one point I was thinking, if somebody sees me they'll think I'm nuts, but I don't care if they think I'm nuts. I'm feeling good; it's really, really causing me to feel good. That's why people love dancing, because it makes them feel good, so it's a matter of becoming aware, noticing, decide to switch, and then switch to something else.

AMY: I love that, and some of the tools that I just heard you give, Peggy, I love it. So first, notice that you're doing it, right, especially if we have diarrhea of the mouth, speaking when we're just going on and on and just perpetuating the story on and on and on. Make the decision, okay, I'm going to shift this, and then one of the tips I heard is get physical. Go outside, do something; move. Change—literally stand up out of your office chair and walk around the room if you need to. And put on some music, some music that makes you feel good. I so agree with you, Peggy, that music is one of the easiest, quickest ways to change our “vibration,” right?

PEGGY: It is.

AMY: It is so powerful.

PEGGY: Especially if you connect to certain music. There's a singer I heard. I was in Rome, Italy one time and we're in a limo going back to the airport, and Eros Ramazzotti was playing on a CD that this limo driver was playing, and I think he's Italian—I don't even know if he's Italian or not. But I heard the music and it moved me, and I said to the driver, who is this, and he said Eros Ramazzotti. I didn't quite hear what he said. He had a very strong Italian accent, but I got back to Ottawa and I'm going to all the music stores looking for Eros Ramazzotti—I don't even know; I was asking for something that I wasn't . . . but I had to have this music. If I'm doing a drive, like I did a lot of driving back and forth, back and forth to Toronto, my mom just passed away eleven months ago, she was diagnosed with cancer, so I was there every week, sometimes twice a week, and it's a five hour drive. Inevitably I'd bring Eros Ramazzotti with me because his music moves me in such an incredible way.



AMY: That's so beautiful because the thing I love about that, Peggy, is that experts, all of these women masters, I always love when we hear about . . . it lifts the veil, so to speak, and you get to hear about the challenges that they're facing. Eleven months ago is not that long ago and I'm sorry for the loss of your mom, and I love hearing about how you took care of yourself while you were going through and nursing her through her transition.

PEGGY: I wrote the book The Won Thing, I have a ghost writer, but I say I wrote the book. My ghost writer and I wrote the book. It's all my stories, my examples, my ideas; she writes for me. But we did that book while my mom was dying and reading it you'll see. There's a story in there that I tell. I was sitting in my mom's hospital room—she was in palliative care for eight and a half weeks before she passed away—and I was in her room, my brother was in there as well, and it was a gorgeous, beautiful, beautiful fall day. I said to my brother, let's take her outside, let's get Mom outside, so we got this idea that we're taking Mom outside. I was thinking, well, let's get a wheelchair, we can transfer her into a wheelchair out of the bed and take her outside. She turned to me and she said, I just can't stand, Peggy. I thought she said, I just can't stand Peggy, meaning she can't stand me. Now I know she didn't believe that or feel that, or whatever, but I had this rush of being this insecure little girl, who did receive a lot of verbal abuse as a child, and so I had this experience of being a child come flooding back to me. It was like those old tapes in your head that start playing, and you think, where the heck did that come from. This feeling rushed over me and tears came to my eyes, and I almost started crying right then and there. Then my brother says, well, you know what, Mom's bed is on wheels. We can just lift up those stoppers, we can wheel the bed right out there. Mom goes, yeah, yeah, let's do that, let's wheel it out there because I can't stand. Then it dawned on me what she said.

We're all faced with challenges. I wrote a book, Your Destiny Switch, which is about managing your emotions, but I don't claim for a minute that I don't have challenges where my emotions sink down to lower levels, where I have to bring them up again. Everybody's going to experience that. I do not know a human being on this planet who is happy, happy, happy all the time, calm and full of faith and full of love. I don't know anybody like that, and I'm talking about the greats—many of the great, great master speakers. They're not. They're all going to experience emotional challenges. It's kind of like when I had Bob Proctor on my radio show and someone called in and said, Bob, do you ever get down? He said, of course I do; I'm human. He said, I just don't stay there very long.

AMY: Right.

PEGGY: So that's what important, is to practice enough the emotional muscles, that they're strong enough that they're bounce back. Lisa Nichols talks about it a lot, the bounce back muscles, that you're ready to bounce back. You get there, fine, but don't stay there. It's okay to go down, just don't stay down.

AMY: That's right. I think that's the thing that you really notice, and I'm sure that everybody, all these listeners on the call, can really relate, when you look back ten years ago, things that maybe would put you in bed for three days ten years ago are things that now you have ten minutes, you cry, you let it out, and you move on.



PEGGY: Right.

AMY: That's progress, right? It's not that we don't let anything ever . . . that we're completely like ducks in the water, letting the water just drift off our feathers. No, we're human.

PEGGY: That's right. Oliver Wendell Holmes said we all need a lesson in the obvious. Maybe not lesson, but a reminder sometimes, just a reminder.

I remember another experience with sitting in my mom's hospital room and, of course, I mention I'm five hours away from her, a five hour drive, so I was driving down there all the time. Well I run my own business, I'm an entrepreneur, and so I remember one day sitting in the hospital. She was pretty much on morphine the last eight and a half weeks, so she wasn't really . . . we weren't there playing checkers or having dialogues or chatting it up. It was pretty quiet while we were in the room, and of course there isn't internet access in there or cell service, so you can't be on the phone or doing work. I remember sitting there one time and you could read, of course, which was nice, and I'd bring DVDs and watch them on my little laptop or audio program. But I remember one time having this thought rush over me, like this, what about business, Peggy? Maybe I should be more concerned about business, because I bring in the revenue and the business, and I'm very, very successful in my business. My revenue has grown year after year after year, but this thought just occurred to me. I've taken my eye off the ball, the ball of the business, just part of who I am. Then I thought, wait a minute, you need to remind yourself that you need to turn up the volume of that emotion called faith. Just have faith. Everything's going to be fine. It's all going to be taken care of; it's all good; you're attracting abundance in this very moment, as you're sitting here. You don't have to know where it's going to come from. So I had to do this little reminder again, like the Peggy self-talk, remind myself of what I had forgotten in that moment, and sometimes we need to do that, just remind ourselves of what we've already forgotten. That's what books do for us, that's what this call does for us, and that's what going to seminars does for us.

AMY: Absolutely. Everyone on this call, just take a moment and remember your faith, and remember that you do believe in yourself, and remember that everything truly is going to be okay. No matter what challenges you're facing right now, just take a moment and breathe that in. I love that. I want to dive over to one of the topics that you talk about in The Won Thing that I think is really powerful, about being rescued. I'm shifting gears here for a moment, but I really appreciated that chapter and I know that there might be some people on this call that can relate to that, that thinking that the one thing that would lead to success and happiness was to be rescued by someone.

PEGGY: Yes, absolutely.

AMY: Tell us your personal story, because I love that in the book; I loved reading that in the book, about where you were at when you really were, like, okay, I'm going to go ahead and get rescued now, please?

PEGGY: It's really back in the early stage of my evolution of getting on this path of making a decision to live my life very differently, and I was having these dreams or visions that somebody was going



to come in and rescue me. At first I thought it was my boyfriend. My boyfriend would make my life complete. I tell this story in the book about I met this guy and we were in love and we were in high school, and he told me he loved me. It was actually the very first time I was ever told that I was loved. The very first time I ever heard the words 'I love you' was when I was in high school and my boyfriend told me. I thought that if he loved me, I'm lovable, so when I was with him I felt complete, I felt happy. But then he dumped me. I wanted to die, I really wanted to die. I remember sitting on a park bench, I don't tell this to this degree in the book, but I remember being at a park bench and I was supposed to be in school, and I didn't go to school because I didn't feel like going to school, I didn't feel like doing anything. I was sitting on this park bench thinking, I don't even want to live anymore. I didn't want to live. What sort of got me off the bench was thinking, well, another boyfriend will come along, and then I'm going to feel that love, that sense of love again, so it was a rescue me thing, like somebody's going to come along and they're going to cause me to feel something; they're going to cause me to feel fulfilled. It would move from there to an employer—my boss or my job. I'd get a job and be absolutely out of my mind with excitement, I got this particular job and that's going to be the thing that's going to make me feel fulfilled. Ultimately, a few months later, I was, like, it's just a job, I've got to go to work today, and of course that wasn't it.

AMY: Right.

PEGGY: It's that sense of something else outside of me is going to cause me to feel something, and of course that will never work. That just causes you to stay in this place called dissatisfaction.

AMY: Right. I know in Your Destiny Switch, one of your other best selling books, you talk about how to work with your emotions to create the life you want for yourself, so is managing your emotions the won thing, so to speak?

PEGGY: Managing emotions is very, very, very important, of course, and that's why I wrote an entire book on it. I believe that's one of my most important books ever, Your Destiny Switch, is because as I was going through my journey, I noticed the correlation between how I was feeling and what was showing up in my life. If you're feeling loving and you're feeling that you're loved, then of course you're going to attract love into your life, right; that's pretty simple, isn't it?

AMY: Right.

PEGGY: If you're feeling abundant you're going to attract abundance into your life. If you're feeling calm, you're going to attract more calm experiences into your life, so I realize that there is emotional levels. We have intensities, different levels of emotion and intensity, so I related that to a dimmer switch on the wall. The dimmer switch is basically at the highest end of the emotion, like faith. Faith is a wonderful emotion, a very powerful emotion. It's like your dimmer switch being on high, it's at the highest level, the room is lit, the light is illuminating everything; everything's bright, it's beautiful, it feels great. But as you move that switch down you're going to lower levels of light, of course, you're going to lower levels of emotion until you get to the point of desperation or fear. Fear is the opposite end of faith. Of course if your dimmer switch is on low you're in total fear, you're in darkness; you can't even see your way out. It's



immobilizing, so it is a very important part, a very important aspect of creating the life of your dreams. Yes it is an important part of it but it's not the won thing.

AMY: Then I know you go on to talking about balance and how the balance between giving and receiving, and that some people will give too much or they have difficulty giving because they feel needy. What about balance? Talk to us about that.

PEGGY: I think balance gets confusing for people because some people believe that there has to be this perfect balance, 50/50. You're in a relationship and you're given, and whatever you define that to be, you know, you're giving like partners should be giving back, and if it's not there then we set up levels of expectation, of course, and we set ourselves up for disappointment. It's kind of like in some circumstances where the partner could never live up to those expectations, and the reality is that there aren't relationships like that. I have a very, very healthy, happy marriage. It sounds like you have a very healthy and happy marriage as well, Amy. My friend, Arielle Ford, we're very close friends, she has a really happy marriage, too, and she wrote that book called The Soulmate Secret.

AMY: Yes. She's been one of our masters too, yes.

PEGGY: She's a wonderful, wonderful woman and her and I will often talk about expectations. Her husband doesn't work and my husband doesn't work. My husband's retired and her husband's retired. They're both young; her husband just turned 50 last year and my husband's turning 50 next month, so they're young guys (and we're young, too), and so I don't expect, I don't have this big level of expectation for him. My husband was away golfing until yesterday. He got home yesterday afternoon and today he's gone golfing again, and that's perfect. It's just perfect. Is it a 50/50? I don't know, I don't sit here and tally it all up. But what's important to me, though, is—and I think it also depends on what's most important to you—what's most important to me is my family, number one, my son Michel and my husband Denis, and they are the most important part of my life. Everything else can just go away as far as I'm concerned. Those guys, and my doggies—very important part of our family, too; Pablo and Noel. Balance is there because at a certain period of time in the day the phone gets shut off or I don't answer it, and the computer gets shut down, and when it is time to work or whatever, like my son will come in from school and he only wants to be fed, or whatever. He's seventeen, he can certainly feed himself, and we'll have dinner at the time of dinner, but if he comes in and he'll see oh, she's on another radio show, or whatever she's doing, he knows that, he respects that, so there is that balance in my life. I think sometimes we set ourselves up for disappointment when we establish that there has to be some kind of an even balance, a 50/50 balance, and I think balance is a very unique thing for people. For me I have perhaps a little more emphasis on the work . . . well actually I have a total emphasis, well, not total, but compared to my husband, my husband's retired. He has no focus on work but I do, so we have a different sort of balanced schedule. He balances whether he's going to go fishing—I know he's going fishing tomorrow; he's taking the boat and going fishing—or playing golf, or whatever, and I'm balancing out the amount of work I'm doing and going to get my nails done, perhaps, some spa treatments, dinner with the family, going for a walk with my doggies, and speaking engagements.



AMY: Yes. If there's a caller right now, they're sitting here listening to you and going, I wish that my husband could be retired and I could go to spa treatments, maybe there's someone right now that feels really out of balance. Maybe they're giving and I know, especially for women, we're such nurturing givers by nature. It's part of the way that we were built, thank God, because we need that in the world, and that it can be hard for us to get into that place of receiving. I know one of the things you talk about in the book is that it is, like you said, a very personal balance, to make sure that you are giving, like you say, on the plane ride, you need to put your oxygen mask on first before you go ahead and assist another with theirs. What about when we are just depleted? There's nothing left. I think that's a really common situation for people right now.

PEGGY: Absolutely. I think when we reach that point, to just let our partner know, or even the children know, you know what honey, or whoever, I've just reached this point where I really need to take care of myself and I know that's the best thing I can do for you, too, because if I'm taking care of myself and I'm feeling totally enriched, or I can recharge my batteries, there's more that I can give to you. What happens is that sometimes people reach that point where they're depleted, and then their partners don't notice it, or they don't even know that that's going on, and then they get upset because why is my partner not doing what I'm expecting of him to do; he should just know this stuff. You know what? They don't know that stuff and it's up to us to communicate it to them, but communicate it in a very loving way. There's a great, five word question that's in Neal Donald Walsh's book Conversations With God, that's a very powerful question to ask yourself in moments of decision making or just in moments of reaction or response, and that is, what would love do now? If you're feeling this overwhelming sense of depleting, overwhelmed, whatever it is, and you feel like yelling or whatever, if you feel like getting mad at somebody because they're not noticing that I'm working 20 hours a day and I'm doing the laundry and I'm doing the grocery shopping and I'm preparing the meals and they should be doing this and they should notice that, and they should be helping me. As yourself the question, before you run off at the mouth, as yourself the question, what would love do now, and part of our answer is not just what would love do for that other person. It needs to start from you, so what would love do for me right now. Well what love would do for me right now is honor that, pay attention to that, and then what love would do now would be to express that in a loving way to my partner or to my child.

AMY: Right. I love this because it really, again, comes back to what we originally started this with, which was taking responsibility for what we've created.

PEGGY: Yes.

AMY: And getting that if we've been operating on empty and not getting anything in return and receiving anything, that we're the ones ultimately that are responsible for that, so stepping out of that land of blame and into responsibility, which doesn't mean self-flagellation, saying I'm an idiot, why did I do this, but just saying no, wow, I really haven't been receiving lately, and then taking responsibility. I love that; what would love do right now?

PEGGY: I think our partners and our children appreciate that, too, because we're just being really honest. When my husband got back yesterday from being away for several days golfing, and of course I'm all 90 miles an hour, so it's a busy time. I had mentioned to him before we got



into September, The Won Thing's coming out, I've got a lot of things going on, this is the busiest time in my life, I would say, right now. I've never been busier than I am right now. So I'm working through and reminding myself to have fun, to enjoy it, to breathe, to take care of myself while I'm doing it, like this morning I called and booked a spa appointment, and still getting everything done at the time I need to. But yesterday when Denis got back I said, because next week's the big launch, right, and I had said to him, and we have 35 people coming to my house for lunch. It's being catered, thank goodness, but I have eight guests staying in our home and then guests all over the place, people flying in from all over, and then, of course, I have several hundred—hundreds and hundreds of people—coming to the actual live book launch. Bob Proctor's flying in, he's flying in to speak at my launch and I've got a hypnotist who's a performer, incredible performer. He's flying in to perform at my launch, and I have a comedian, so I've got all these flights, all these people coming in. I've booked and paid for their flights, their hotels. I've got an organizer that was ordering limo services this morning, I've got an event planner, I've got gifts and prizes I'm giving away. This morning I was ordering MP3s because I'm giving them away next week, as well. So I had said to Denis yesterday, I said, you know, like, he didn't create any of this, right, he's just along for the ride, and he likes it, he enjoys it, but I said, here's how you can help me out, if you don't mind, or if you're willing to help me out, because I'm driving tomorrow seven hours to deliver an all-day seminar Saturday, only to turn around and drive back. Thank goodness I have all this energy, so I'll probably get home around one or two in the morning Sunday morning and then I have guests starting to arrive that day. Plus, as I told you, I'm sitting out by my pool right now because there's renovations going on in my home. They'll all be done though, apparently, by tomorrow, so there's a lot going on. But I communicated with my husband and just said to him, here, honey, here's what's going on and I know you didn't order all this, this new kitchen, new bathroom, new painting, and a big book launch, but you could help me if you're willing to, by doing this, you know, on the weekend while I'm off doing my thing, and he's like, yes, anything I can do to help I'm happy to do. It just makes it so much easier, rather than me driving on the seven hour drive to do my all-day workshop, to drive back seven hours, to come home and find out that he didn't do this or do that, because he should have known. That's ridiculous.

AMY: Right. People are not mind readers.

PEGGY: Not everyone.

AMY: Right, exactly. I think as women we can intuitively know what's up for people a little bit better than men maybe, or it just comes a little bit more naturally to us, and that's been nurtured in us from a young age, so I'm all for it. I remember my mom and dad as well, who've been very happily married now for 40 years. One of the things I ask my mom, I said, so what's been your secret, because they still hold hands when we're out in the world, and they're just really good friends, and I just love them both so much. My mom said, I got a really long time ago that I had to let your dad know, like make requests of him, what I needed and wanted, because he was there supporting me but he didn't know some of the times that oh, could you do the dishes tonight; it just didn't even occur to him, not because he's an idiot or not because he's stupid but because he didn't know. Getting into that land of communication and really getting that you're on the same team seems really the key.



PEGGY: Absolutely. You know what happens is . . . that's a very simple example but I think a very important one because your mom let your dad know very early on, and I know that what happens for some people is that they'll witness. They'll go to someone's home, let's say, or your mom and dad's home, and they'll see your dad doing the dishes and they'll get mad because they'll think, my husband doesn't do the dishes. You've got to be cautious of that because when you start comparing, you need to put the mirror in front of yourself at the same time, to see what's really going on here, take some responsibility in it.

AMY: Yes. I know the theme of gratitude is something that . . . this call today is the 21st call of this series that launched in March, the Women Masters, and it seems like gratitude becomes a topic for almost every single call that we've had. I know that you also speak about it in your book, and I know that we all know that we should feel grateful, and that practicing gratitude is important, above your particular take, Peggy, on why it's so important.

PEGGY: Yes. Oh my goodness, I'm so glad you asked that question because I think it could possibly be the most important question of this entire interview. Gratitude is important and it will expand and appreciate your life in every way, so as a practice I would suggest that not only do you have the conscious thought of feeling gratitude, which is one level, of course, of gratitude, but also express it to others, which is another level or an amplification of gratitude, and then at the same time journal it. Write down what you're grateful for. I write in my gratitude journal every day. I constantly feel that sense of gratitude and express it, even for things, beings, events, whatever—the sun's shining today and I'm grateful for that, and I'm grateful that I can turn on a sprinkler and water the grass—just very simple things. When I was going through the experience with my mom dying I would switch to a moment of gratitude because I would feel that sense of sadness, of course, it's a very natural thing and I still feel it. It comes and goes. It's like a flowing; it's here and then it's gone, and it was very, very overwhelming while she was going through her last eight weeks because of pain she was in. She was in constant pain and I would do things to focus more on what can I be grateful for in this moment. Well, I'm grateful she's still here, because she had three heart attacks on August 28th that nearly took her life, and it didn't, and she lived another eight and a half weeks. It was an interesting thing because the whole family were called in, meaning her sisters, because she comes from a family of ten kids, and her great grandchildren and her grandchildren and cousins. The hospital was just filled with all these people saying goodbye to her, and they all had the chance to say goodbye, and a lot of people were very grateful for that, so I could have that experience of gratitude.

But here's another very powerful technique, and this is for anybody that wants something in their life. What I would suggest is if you want something—let's say its more money, more business, more love, whatever it is—start to give thanks for it now, so it's giving thanks for it in advance of, and I'll give you two example of that.

One is last year I owned a home in Florida and Denis and I were out for dinner in February and I said to him, I think I'm going to sell the house in Florida. He goes, why, and I said, well, we're never using it and I don't really want to be down in Florida that often because Michel's still young and I really want to be here. I said, I think I'll sell the house and he's like, wow, the market's terrible, it's absolutely horrible down there. I started giving thanks that night. When I decided I was going to sell the house I started giving thanks for the sale of the home. I called a



real estate agent and I said, what do you think of me selling the house. He said, do you guys not have TV up there in Canada, do you not know what's going on down here? It's the worst market ever; are you kidding me? I said, no, no, I want to sell the house now. He said, well, what are you thinking of listing it for, and I told him the price, and he said, well, you'd be the most expensive house on the street. I said, are you willing to list it? He said, yes, and I said, okay, great, send me the paperwork; email it to me and I'll sign it and I'll fax it back to you. I got the house listed. Every day I wrote in my gratitude journal that I was grateful for the sale of the house, I'm grateful for the sale of the house, the perfect buyer has come along, they have bought it at the perfect price and the closing was quick. Two weeks later I sold that house for very close to the listing price, really close, like higher than any other house that hold sold in that neighborhood. The agent was stunned, absolutely stunned, and the woman that bought it wanted it in three weeks. It was a very, very fast closing. I got the idea in February and it was closed and this woman was living in her house by March, so that was one example.

Another one is I decided to do this book launch here in Ottawa on September 22nd, and I decided Bob Proctor's going to come in and speak at my book launch. Well he's a pretty busy guy and he does charge a lot of money to speak at events, and I knew I wasn't going to be paying him. I just decided he was going to be speaking at my event, so I was talking to his son Brian, who's actually a friend of mine, and I said, what do you think about this. He goes, oh, I don't know; my dad's pretty busy. I said, yeah, I know, but what do you think? He goes, well, you could always ask. So I said, okay, I'm going to ask. I read this book called Inspiration, in which children had written all these different stories about how Bob Proctor had inspired them. I was reading this story of Helen, Bob's sister, and she told the story of how Bob used to take butter tarts to his mom and they'd eat butter tarts, and he'd say to his mom, I love butter tarts, and she loves butter tarts, and aren't they good? I know they're not good for us, but aren't they good? So I read that story. I ran out to a baker, I bought homemade butter tarts. I bought this beautiful box, like a treasure box, to put them in, and I wrapped them and sealed them. Then I bought these porcelain mugs and I got this perfect card, and I wrote in there, this card is designed to butter you up, and that's how I started this whole request. I couriered it to his home—he lives five hours away from me, as well—then I created the website and put that Bob Proctor was going to be speaking at my launch. I had invitations, beautiful invitations, printed with Bob Proctor's name on it. Then I couriered them to his house, along with a copy of the book, and then I ordered a large bouquet of sunflowers—there's a beautiful sunflower on the cover—and I had this beautiful bouquet of sunflowers sent to his home, and it said something like, it would be a beautiful bouquet of light to have you speak. He still hadn't responded. I had a website up, invitations printed, and he had still not responded.

AMY: Talk about faith, Peggy; oh my goodness.

PEGGY: That's right, but I was giving thanks. In my gratitude journal I was giving thanks, giving thanks—I'm so grateful Bob has confirmed that he's speaking at my lunch, I'm so grateful for that, and I really felt the feeling of being grateful. Then I got a call from the president of Bob Proctor Enterprises one day, Gina, and Gina calls me and she leaves a message—Peggy, it's Gina Hayden from Bob Proctor Enterprises, could you call me back—and I thought, oh, I'm in trouble. I thought I've gone too far this time. I called her back and that was the moment where the faith switch went down to fear and I called her back and I said, are you guys putting out a



harassment suit or am I in trouble? She said no, I just want to know what time do you need Bob there on the 22nd of September; I'm booking his flight.

AMY: Wow.

PEGGY: That's gratitude, the power of gratitude; two great examples.

AMY: That's great. It sounds like the tool that you're giving here for everyone is when you want to manifest something in your life, when you want to create, when you want to achieve something, to actually write in your gratitude journal, to express gratitude as if it has already happened.

PEGGY: Yes, yes, yes, and feel what it feels like, not just writing it in the journal but feel it daily, like oh, I'm so grateful . . . and it became kind of funny because I told my close friends, I was telling my agent, you know, Bob Proctor hasn't confirmed yet, and I wasn't telling everybody, I wasn't telling the world, but some of my close friends, and it became this joke, that Bob Proctor still hasn't confirmed but Peggy's moving ahead as if he's going to be there. Of course when he confirmed I had to call my agent and tell her, and a couple of girlfriends and tell them that he confirmed. Of course I knew he would. I just knew at a level of faith that he would, but gratitude plays a very, very important role in all of that.

AMY: I have to tell you, Peggy, just to piggyback on that story, that Marianne Williamson has been someone that I've been trying to get for this series since March. The thing that's so beautiful is that I just kept feeling like I'm going to get her. I don't know how I'm going to get her, but I'm going to get her, because of course I'd been referred to her assistant and then didn't get the e-mail or phone call back, and what have you, and was kind of like, okay, I'm just going to push the pause button on this, but I'm just going to continue feeling like this is going to happen; I know this is going to happen. Literally I woke up one morning and there was a call from Marci Shimoff on my personal voicemail, saying oh, I really wanted to hook you up with Marianne.

PEGGY: Nice!

AMY: I was like, oh, and then boom, right there in my e-mail inbox is from Marianne's personal email address. The subject line says From Marianne Williamson, and there's her e-mail with her personal cell phone number right to me. I had not really thought about her and I had actually designed the original Women Master website with her picture and bio up there, saying this is who I'm inviting, and it was my little vision board, my homage to all the people. I wanted her, I wanted Lisa Nichols, I wanted you, I wanted all these women that I admired and loved, SARK, and lo and behold, truly, almost every single person—still waiting for Oprah, Maya Angelou (hello? Thank you, universe, grateful that they're coming in), but it's been absolutely remarkable to see what happens when you just set that intention and release it and let it go, and give gratitude for it, as if it has already happened. I love it.

PEGGY: Absolutely true.

AMY: Yes. I want to make sure to get to this question. You say to discover the won thing is to follow three simple steps: sort, match up and modify. Will you explain those steps for us?



PEGGY: It's kind of a meaty, meaty section in the book The Won Thing.

AMY: Yes it is and I definitely, again, I want to encourage everybody to go out, buy three copies of this book, and they're pre-ordering right now, right, Peggy?

PEGGY: No, it's actually shipping. It is shipping right now, yes.

AMY: Okay, great. Then maybe you can tell them, also, let's just pause for a moment and I want you to just tell everybody about this really cool contest that you're doing, because I know, actually, I have a prize up there for the contest.

PEGGY: Yes, well what I'm doing is . . . do you want me to talk about sort, match and modify, or?

AMY: Go ahead and tell this right now, real quick, and then we'll go to sort, match up and modify, so everyone stay on the line because you don't want to miss it. Go ahead.

PEGGY: Okay, great. On September 22nd, and actually it's designed because my intention is to make the book a best seller, so that's why I want people to order it on September 22nd, or sometime during that week of September 22nd. But I have all these prizes and it's all at WonThing.com, and they can also get there from Destinies.com, my main website, but the WonThing.com, and actually my web guy, this is why the contest is next week, he's still uploading . . . I don't even think it's up there. I checked this morning and it wasn't yet. Some of the prizes are there. I'm giving away 12 MP3s and I'm loading up my Magnet For Money audio program on it. I'm giving one away every two hours, and Hay House has donated tickets to the I Can Do It event down in Tampa, Florida, and it includes airfare within North America, hotel, tickets into I Can Do It, and then we'll have a private session, as well, while I'm there. That's the grand prize and then there are several other wonderful prizes and Amy, you've donated, very generously donated, a prize there, too, so that will be part of what we're going to be drawing for on the 22nd, or after the 22nd of September.

AMY: So fun. Check out Destinies.com, WonThing.com, and then with that let's go ahead and talk about sort, match up and modify.

PEGGY: Excellent, alright, great stuff. Sorting is really, you know, there's a lot of stuff out there, a lot of books, a lot of authors, speakers, audio programs, seminars, tele seminars, and so I think the first step is to really slow down and just listen to your instincts, because sometimes people are really confused as to, well, should I take this program. I mentor people as well, one-on-one, and I got an e-mail this morning from someone who I'm mentoring and she sends me a link to this guy, and she says, do you know this guy, should I take his course? I didn't go to the link. I don't know who the guy is, I've actually never heard of him before, but I just sent her back an e-mail, saying, what does your instinct tell you? What does your gut tell you? Listen to that. That's really what sort is—lots of stuff out there but listen to your gut. It's like when people come to me and they say, well I don't know, should I work with you? I say, well you decide; I don't push anybody into anything. You decide. Do you want to work with me? Does your gut tell you to or, quite often, I get this: people come to me and say, I have this intuitive hit, I have to work with you. I'm working with this woman from UK right now—I work with people from all



over the world, but this woman from the UK said that she went to my website and she got an intuitive hit just from looking at the picture of me with Bill Clinton. I don't know what that did for her but that was it, and she decided. I don't know, maybe she thinks Bill's my buddy, I don't know, but he's not; I just got my picture taken with him. So that's what the sort is.

Match up is really like the next step when you're creating your winning formula, is just going into your own self-awareness so that you can identify what your values are, what your desires are, your talents are, so that you can connect to that, because we're all very unique and we all have individual desires and talents, et cetera. Don't let someone else tell you what you should be going for or doing or experiencing.

Then modify is that we're all changing, we're evolving beings. We're going to change over time, and just notice that that's going to be going on. It's just part of the evolution of life. Right now your desire might be to work more on faith as an example, or to get clear on what your purpose really is, and you can figure all that out through my work, The Won Thing, and Your Destiny Switch, of course. But just really to realize that we are evolving creatures and that's just part of who we are and that's the excitement of it all.

AMY: Yes, so like you said, the thing that people really get the feeling for when they read your book is relief, because they finally understand and get that the won thing changes, that there's the won thing for today and then there's the won thing for a year from now, and then there's a won thing for 25 years from now, and that's okay, that we don't have to live this lie anymore, this illusion that oh, we're going to find the won thing and everything's going to be fine.

PEGGY: And that it's our won thing. My won thing may be different from your won thing.

AMY: That's right. I love it. Beautiful, beautiful. One of the things that I always ask the masters at the end of our calls, as we start wrapping up, and again, everyone hang on, I have a few announcements at the end of the call, and I love it when everyone says thank you to our amazing master. Here's my question for you; I have two questions. The first is, what's the one takeaway? If people just take one thing away from this call, what is it that you want to make sure that they heard?

PEGGY: That to achieve success or to feel fulfilled is easy. It's not complicated, so I really, really want people to know that, to believe that. It's easy. It's simple.

AMY: I love that.

PEGGY: It may not be easy. Actually it's simple; it's not complicated, it's simple. The easy part comes when the disciplines are instilled.

AMY: Yes, and please give us an inspiring action-oriented homework assignment.

PEGGY: Oh, well that's easy. Go and get a copy of The Won Thing, read it and apply it.



AMY: Yes, great, and I just want to add for everyone, if you're not practicing gratitude on a daily basis, begin that practice today, something that you really emphasized in this interview, and I really, really, appreciate it; so important.

The other thing is that Peggy has been kind and generous enough to gift one of our lucky live listeners today with a book, so Peggy go ahead and pick a number between one and 100.

PEGGY: Okay.

AMY: What's the number? You can tell me.

PEGGY: I can tell you?

AMY: Yes, go ahead, it's okay.

PEGGY: Sixty-three.

AMY: E-mail number 63 that comes into our e-mail at Admin@WakeUpCallCoaching.com with The Won Thing in the subject line, number 63, you will receive a copy of Peggy's beautiful book, so go ahead and e-mail that in.

Then I have three short announcements here. The first is that I'm so excited, I have arranged to gift all of you with a \$1,000 discount to this amazing seminar that I am speaking at in San Jose, California on October 2nd, 3rd and 4th, in San Jose, California, called Cash Flow DNA. If you want to check that out and you'll get a special, \$1,000 discounted rate. It's a three day seminar, all about creating income in your life right now. CashFlowDNA.com/WomenMasters, that will take you right to a sign-up page that will have a \$1,000 discount. Normally it's \$1,297 for the entire weekend and it's \$1,000 off, so check that out.

The other thing is to tell three friends. If you love this series and you are digging it, please tell three friends and spread the word.

Then the final thing is that the Women Masters Coaching Program is launching tomorrow and I'm really, really excited about it, and I want to gift everybody on this call with an opportunity to attend the first coaching call for free tomorrow. If you want to take advantage of that, that coaching call is tomorrow at Noon, and anybody listening to this recording, tomorrow at Noon, Pacific Time, Friday the 18th. You can e-mail me at Program@WakeUpCallCoaching.com. E-mail me and I will get you set up with a special call-in number. It is not the same call-in number. We are going to be coaching around all of this inspiration from this call today, and you are going to love it. Totally interactive, I'm going to pair you up. We're using MaestroConference, this new technology that's just awesome, that you can get coached live with a coaching partner. So Program@WakeUpCallCoaching.com if you want to get hooked up for the coaching program, and you can go ahead and get that first call for free.

With that please join us next week for our call, same time, same bat channel, so to speak. With that I'm going to go ahead and un-mute the phone lines so that you can give a huge thank you



and send some gratitude and love to the fabulous Peggy McColl. Her websites, again, are WonThing.com and Destinies.com, and her book is The Won Thing. With that, thank you so much Peggy, for everything. I really appreciate it. I'm going to un-mute the lines and you can hear everyone say thank you and goodbye. Here we go.