



The Women Masters Interview with Amy Ahlers & Dyana Valentine

AMY: Welcome everyone to the Women Masters fall teleseminar series expert call with me and the amazing dynamite dynamo, Dyana Valentine, who I'm going to introduce you to in a moment. I hope every single person on this line is ready to get inspired. My name is Amy Ahlers, as you know, and I'm the creator of the Women Masters. I'm the Wake-up Call Coach and I'm the CEO of Wake-Up Call Coaching, and my vision for this series is to allow people just like you access to the most respected women experts of our time, so that you can be inspired and motivated, and I want everyone on this call today to wake up and step even more into your personal power and to your genius and to your individual definition of success. Take a moment right now and let's take a deep breath together—here we go—and stop multitasking if you can, and just get ready to deeply receive the wisdom and insight from today's call.

With that I want to introduce to you, as I said, the dynamite dynamo dynamic daring, double dog dare Dyana Valentine. She is a double dog dare, let me tell you; you guys are just going to eat her up. She is an instigator, she truly is an instigator, and she's a speaker and consultant who has developed a process to help self starters self finish, one project at a time. She has a master's degree from Antioch University and divides her time between grooming the next generation of community psychologists and schooling non academics on how to move forward with grace and style. Her passion is helping people just like you make and maintain the connections they need to grow themselves and their businesses, which she does via private consultations for individuals and institutions, as well as through energetic workshops and talks. You can check her out at DyanaValentine.com and I really want to encourage everyone to go and check out her website. She just completed this incredible 40 day challenge about her body and you will see what she has done, the videos, I mean it is just incredible, and I really honestly can't say enough about the impact Dyana has had in my life. I've known her for years. She's a dear friend and a treasured human being. She is truly one of a kind and with that, welcome, Dyana Valentine. Yay!

DYANA: Wow. Thank you so much. I'm sort of emotionally recovering from that intro, that was gorgeous; thank you. I really appreciate it and it really, really . . . you are completely right, it is my passion to talk to people about the ways they can connect with other people and ideas to make stuff happen, and you are the queen of this. Now everybody on the call knows that Amy is the CEO of Wake-up Call Coaching. We know she's the creator of this amazing series because you've heard her talk to these incredible people—Marianne Williamson, Lisa Nichols, Marci Shimoff, et cetera, and you might not know, if you're just joining this or this is your first experience with Amy, that she is writing her first book, that's called [Big Fat Lies Women Tell Themselves and Believe](#), and I cannot wait to get my hands on this book, because believe me, as much as I'm out there being a coach and getting paid to help people figure out what they need to do, I have some stuff I need to deal with, too, and Amy is a consistent leader in helping all of us really figure out not only how fabulous we are but how to live it, which is a big, big difference between her and a lot of coaches out on the market, so I really appreciate that she's doing her work.



She also has created this incredible Women Masters coaching program and I really want to encourage you guys to go to that site. If you've just been listening to these calls and the only experience you've had has been registering, go to ReadyToGetInspired.com and check it out. This is the time for us to galvanize our efforts and get together, stop being hard on ourselves and implement all this great stuff we've been hearing on these calls. It's time to do it. We can listen and listen but we need to live it, we need to walk our talk and we need to get it going. I'm not only inspired by Amy as a coach but I'm really moved by the way that she has dedicated herself to celebrating her life. She's married to a completely juicy dude and is mom of a yummy, yummy, yummy firecracker baby, Annabella, who's now probably thinking of herself as a baby anymore, but . . .

AMY: She's a big girl, Dyana.

DYANA: Yes. I don't remember if I told you this, Amy, but I got the chance in a recent visit with Annabella to read her a couple of stories. In the middle of her stories, the stories I was reading to her, she would interrupt me and put her hand on my arm and say, look at me in my eyes and say I'm so happy. I thought, you know, that is total inspiration, so she is on this planet for good things and I really appreciate you as a coach and as a mother.

Now to everybody on the call, I'm Amy's friend but I've also had the personal experience with coaching with Amy, in several different kinds of circumstances, workshops and one-on-one coaching. You've been listening to these calls or maybe you're here for the first time. Amy comes across as a very sweet, super duper cheerlead-y, yummy, enthusiastic person, but she's got an edge. She's like my favorite combination of my biggest fan and my biggest butt kicker. She is not afraid of asking you hard questions and I think it's what really makes her a leader in her field. She is truly, and this is going to sound corny, but roll with me here, she is in it for you to win it. She encourages you, she challenges you, but she also really expects us to be great, so it's my total honor to be here today and I'm excited to interview Amy and get into some juicy offers and some juicy ideas and a beautiful process that Amy's created, so we're going to roll right into it.

AMY: Awesome.

DYANA: How's that Amy? Good intro?

AMY: That's awesome. Thank you so much, Dyana, and I have to tell you before we launch into doing this white hot review of all these amazing calls we've had for this series, and talk to people about this three step process so that they can really end this year and begin next year with total joy and enthusiasm. But before that I have to tell you, Dyana, I actually didn't tell you this beforehand, but the other night I was going to bed and one of the things that I do just as a ritual before I go to bed is as I go to bed I try to have my last thoughts of the day, before I fall into slumber land, be about gratitude. I have got to tell you, I'll probably get choked up just talking about it and thinking about it, but I am so deeply, deeply grateful for every single person on these calls, and for all of these beautiful e-mails of acknowledgements, of the impact of the series, of the impact of the work that I've been doing for this series, as well as



for people that are in the accountability group and for people that are getting coaching. I just . . . I truly have been blown away by what this year has done for me and my career and in my life and my heart and in my soul, as a woman, as a coach, as a human being and just as a fellow adventurer on this planet, and I just wanted to just take a moment to let each of you, and I hope that you're really hearing this, all of you, every individual, whether you've e-mailed me or not and we maybe haven't had person, one-on-one connection yet, but just having hundreds of people on these calls every week has meant so much to me. So I just . . . the other night I couldn't sleep because I kept crying because I was so filled with this gratitude for all of you showing up, week after week, to hear these women, to hear this wisdom and to hear me interview them. I'm so deeply moved by it. I just wanted to take a moment since it's the last call of the year in this format, et cetera, to just say that and state that and make sure that all of you know, and I know this is true with all of these masters, too, that when you take the time to acknowledge the work that people are doing, it just means the world, so everything from little Facebook posts to, like, oh, great call, I can't tell you how much that means to me, and just to have all of you show up and all of you listening to the recording listen, so from the bottom depths of my heart thank you, everybody. I just wanted to make sure to remember to say that.

DYANA: Yes and you are creating a movement. This isn't just little one-off experiences; this is a movement that's carrying its own energy out into the world. I have people suggesting to me that I listen to the Women Masters who didn't know that we were connected and didn't know that I've been on the edge of my seat every Thursday at Noon . . .

AMY: That's awesome.

DYANA: . . . so it has really had a huge reach and I'm with you on that deep passion and that amazing sustainability of tiny little actions. These small actions, these small acts of gratitude, these small little celebrations snowball and allow us to all just jump into that field of goodness whenever we want it.

AMY: Awesome, thanks.

DYANA: This series . . . I just think this series has been amazing and has catalyzed so much change for so many people, and I believe that you've talked about it a bit on your website, but I want to know how did this come up to you? How did the concept of doing this Women Masters series come to you?

AMY: I'm so glad you asked and I think I've told this story maybe once or twice, but this series really . . . I'd seen other series that were going on and I heard about doing things like this, and specifically the Women Masters came to me on a run. I feel like it's so important for us as human beings and especially as women, to take time for ourselves, to do those acts of self care, to meditate, to exercise, to go on a gratitude, walk, whatever it is for you. Take a long deep bath or a great shower or what have you, but to get your mind in those brain waves of the alpha state where it's like the universe can just speak to you, and I really feel like it was something that was, not to sound too corny, but it was something that was almost channeled.



It came to me on a run that what I knew that the world was hungry for, specifically, was feminine wisdom, and I have a real passion for working with women and of course enlightened men, too, but specifically with women, and I think part of it is from being the mom now and having to balance this mix of being a mom, this career that I love and feel so much passion for, and this juicy, delicious husband that I have that I adore, who is my life partner and my soul mate and truly the love of my life, and then friends and family and all these things. I really feel like there has to be this feminine approach to leadership and feminine approach to living that we've been cut off from, so that's why I specifically was interested in having women masters do this series. It came to me, really, on a run, and I find for me that running, which is something that I do at least three days a week, in the hills, this hike-run mix, that being in nature and getting my heart rate going provides huge stress relief and allows me connection to source energy, and so that's when it came to me.

DYANA: It's amazing that you're bringing up the body stuff because, as you know, I've been doing this process of getting _____ to my body and when we tune in, in a deeper way, it's amazing. The answers are there.

AMY: Yes, they are.

DYANA: For years, I don't know if anybody on the call can relate, and if you can't I'm really glad that you can't relate, but in the last five years I gained forty pounds and I stopped moving. I literally stopped physically moving and I call it life above the eyebrows. We get into this very analytical place but when we're really integrated and we're doing something that we know really works, the universe speaks to us, so I'm glad the universe spoke to you. It sort of reminds me a little bit of Sam Bennett's work, who was one of your callers from this fall, and she's like the queen of finding what really works and using it.

AMY: Yes.

DYANA: I love that your runs have worked for you and one of the things that really stood out to me about her work and your work, and I know you guys are collaborating on some upcoming work, is that you're both a big fan of working in community and working with groups, so you may have these individual inspirations but you express them in groups of people. Why is group work . . . why does it work?

AMY: I think, and I was just talking about this, I just got interviewed for this business series the other day and I was talking about this, and I have this theory, and I'm sure other people have thought of it as well, but it came to me and felt like oh, this is why. I have this theory, also, just around things like Facebook and Twitter and all this social media that has come out, that one of the reasons why this is happening and evolving is because of that group need, and the need to be witnessed. We all need to be witnessed. We need to be witnessed in our joys, we need to be witnessed in our grief, we need to be witnessed in our disappointments, we need to be witnessed in our love, in our fear, and in all of the corners of our lives. We need that . . . there is power, there is such power in being witnessed, and I think, for me, that's one of the reasons why I think that Facebook is such a huge thing and why people are updating



their Facebook pages, and I'm totally one of them, several times a day and oh my gosh, and then all of the sudden someone responds to something that you posted. You send out a Tweet and all the sudden you're getting this feedback, and it's like oh, I can be witnessed, I can be witnessed, and I think that that is the human experience. We have this desire to be witnessed and not just by our partners, and I know that there's people on this call right now who are looking for a life partner, a soul mate, whatever you want to call it, and I'm not just talking about romantic love, I'm talking about a deep witnessing, so the power of group, the power of community is based around that witnessing, and it's based around having containers and being held, and having someone see your greatness when you're looking at your weaknesses, see your potential and who you really are when you're looking at your left toenail that's bloody, or whatever. You're looking at your worst, you need someone that's going to look at your best, and so group work is so powerful, and the one-on-one coaching relationship, that's why coaching exists. Being witnessed and having that accountability partner—you can move mountains when you're in those relationships, and I think as we've gotten more . . . oh boy, I could just go on and on about this, but I'll say one last thing. As we've gotten more isolated with being in our cars and working from home, where we're not, maybe, at the office as much as we used to be, or where there's all this technology where we can be on our cell phones and we forget to be present. The need for community, where we used to live in communities and we had to lean on each other for survival . . . you can live in this world and not have any human contact for days, if you wanted, and I think it's really important that we don't lose that, we don't lose that connection and that sense of community, so that's why I think it's so powerful. Great question, Dyana.

DYANA: Yes, I'm really with you on that and I think that sometimes people struggle with witnessing. Sometimes witnessing is really productive and can be very supportive, but sometimes you put something out there and you have . . . the naysayers are just ready to jump on you, and it sort of reminds me of some of the conversation you were having with Linda Sivertsen about what's really aching to come out of you, and there may be some of us on the call, and I know I've struggled with this, sometimes I have an idea that I just think is really earth shattering to me, but I'm a little afraid to put it out there because I'm worried about the struggle of what will other people think and what if the first three people I tell this idea to say eh, not so into it. I think that witnessing provides a spectrum and I think that's what's so great about having a constructed group, like your coaching groups, is that the whole premise is to be there for each other, versus just casting out to whomever happens to be on your social networking list. What would you say to people who they might really . . . there might be people on the call who just know, something has to change, I know it has to change, but what are other people going to think, and maybe who are struggling with this idea of whether they want to be witnessed or whether they're ready to be witnessed.

AMY: Yes. I think that you're right. There is risk. When you go public with things there's also risk involved, absolutely, and there's a certain amount of vulnerability that occurs. I've definitely had that feeling and been in that experience of going oh, wow, I shouldn't maybe have put that idea out so quickly, or what have you, because when you do it you also open yourself up to being witnessed in the failures. But I think that's really where that opportunity for honoring comes into play, and, I think, start small. Go to the person that you know is your number one



fan. Go to the person that you know is your supporter and you can start there. You can be choosy about who you want to be witnessed by and like you said, that's one of the benefits of this community. Even on our simple Facebook page there's a space there for you to get witness, for you to go public, and that's one of the reasons I put that group up, is a little freebie group and people have been putting some thoughts up and so on and so forth, and I really encourage that because there's just value in having a safe space to be witnessed. Then there is going larger but the thing is, is that if you are hiding and not living the way that you want to live, if you are feeling that sense of hiding I really encourage you, I invite you, all of you on this call, where there's that feeling of hiding, to go for it, and to also get that your opinion is the most important opinion in your life. You get to have the last vote. You get to have that last vote and I think that when we're met oftentimes with a naysayer or negativity . . . there's a philosophy we are all one, that everything is just a mirror, so I often think, when that occurs, that people are just mirroring back to me what's really inside me, so they're just showing me the next little nook and cranny that I need to go to for my work on this planet. It helps to also just have that more spiritual view of that we're all one, so nothing out there can hurt you.

DYANA: Right, so that idea of giving power to someone else. There's actually an opportunity there to see yourself through someone else's eyes and see some more honest version of what you're putting out there. Is that what you're saying?

AMY: Yes, absolutely.

DYANA: I like that.

AMY: Yes, that's right, and I think that we need to change, and this is part of this three step process and I know we're going to get into that more a little later in the call, but part of it is really changing our relationship with failure because we have . . . especially, I think that there's a particular American thing and I know that there's people on the line that are from other countries, and maybe you guys can enlighten me if it's this hardcore in different parts of the world, but I know here in America there's this weird relationship with failure, like it's supposed to be shaming, it's supposed to be embarrassing, it's supposed to mean . . . that failure means that you're a loser, that you're a failure versus the thing that you tried was a failure, you know, and it's like what? Oprah just had on the other day that woman that's written those vampire books that are really hot right now and everybody has the story. All these people that are these huge successes have the stories of the 75 rejection letters that they got before they got the one that said yes.

DYANA: Right and it makes me think of the woman who wrote Live a Charmed Life, Victoria.

AMY: Yes, Victoria Moran.

DYANA: Yes, Victoria Moran. The idea of not only reframing your struggle so this thing where you're subscribed to your failures, and shifting the energy onto really celebrating your strengths, which is a big part of, I know, what both you and I are about, but also making the decision,



like actually actively deciding to shift that and to shake yourself out of that place of dwelling in that failures are negative and that they're not useful at all.

This kind of brings me to a question that I've always had for you, which is . . . and maybe it's from the framework of failures, but it could also be . . . your business is called Wake-up Call Coaching so where have been the times, even if they're in the midst of failure, where you had a wake up call or a shock out of where you were dwelling and into shifting into how you are now, like what was one of your wake up calls?

AMY: I think one of my wake up calls, for me in my life, has been when I first got out of a relationship. I was in a relationship for five years, from when I was 20 to 25, with a wonderful guy who was so wrong for me but who I loved deeply. He was one of those soul mate type guys that I adore, we're still friends to this day, he came to my wedding with my husband, like we're still friends today. We don't talk all the time but we're friends because there is this deep connection but man, we were living together and I just knew, and I knew for a long time before I had the courage to really speak and say this isn't working, but I knew deep down that it was not the right match for me and I didn't know how on earth you could love someone so much and have it not be enough. I had one of those wake up call moments where I finally said Amy, he's not going to change and you're not going to make him change, and you're not going to be the reason that he changes, and it's just not going to happen, it's really not going to happen. It was one of those . . . my friend Maria calls them the come to Jesus moment, where you're just, like, listen, sister, sweetheart, you're looking at yourself in the mirror and you're going, you need to leave. The relationship wasn't abusive or anything crazy like that, it was just the wrong relationship and I know that you can probably relate to this, Dyana, as can a lot of people on the call who've been through relationships that weren't the ones, and that to me was a real . . . when I got out of that and I felt strong enough, and I said I'm . . . here are the things that aren't working, are these ever going to change, and his response was, like, well, and I was like yeah, they're not going to change, and I need to leave, and I had to move out and pack up my stuff and go and find myself another place to live, and I thought this was the guy I was going to be with forever, so it was definitely a wake up call moment for me and it led me to so much self growth type work, so much self discovery. I learned so much about myself at that time, and then eight months later I met my now husband who I've been with for nine years, who couldn't be more of a perfect match for me. I just couldn't imagine another person on the planet . . . he's just . . . you know him, Dyana, he's just the perfect one for me and only by going through that pain and letting go of that and having that wake up call would I have ever been in the right place to attract him.

DYANA: So it's sort of as if once we've really decided how we're going to look at our lives and how we're going to think about our failures or our successes, so we've re-shifted our perspective, it makes those harder decisions easier to make and once we've made those hard decisions, it's as if we've opened a path for our highest calling to come through, like we have to make that space.

AMY: Exactly and that's what Cynthia James was talking about on her Women Masters call, was about that highest calling for my life, and getting that sometimes we think that we know what



that highest calling is, like I thought . . . I stayed in that relationship for probably a year longer than I probably . . . not should have, but that was probably healthy for me, because I thought I knew. I thought well, if I love this person this much and he loves me this much, I'm sure we can find a way to make it work. This is supposed to be, this is supposed to be, and when you're fighting that current it's like no, really, what about being open to the highest calling for your life. You know when you're on that path, as Cynthia was saying, because things start flowing; there's that flow that happens. The Women Masters is a perfect example of that for me and Rob, my husband, coming into my life, is a perfect example of that for me. The minute I was willing to let go of my idea of how this was supposed to turn out, was the minute that the flood gates opened and I received my life partner.

DYANA: Right. You know I call it no-gotiations when you're in something that if anybody on this call, right now, what is the first thing that comes to your mind when you think, I'll make it work, I'll make it work, I can do it, I can live through it, I can survive the next six weeks to the end of the year, I can make it happen, it will be okay. If you're trying to make something work and you're thinking of all the reasons why it should work, all the reasons why it isn't working, all this stuff, that's called no-gotiation. The answer is no. There's no negotiating it; it's a no-gotiation. The answer is no. Move away from the no. Sometimes, and I don't know, maybe this is my inner cynic coming out, but sometimes I hear coaches and philosophers talking about your higher calling and you have to respond to the cosmos because the universe is sending you these messages, and sometimes I just want to—and I hope it's okay to just curse a little bit on this call—but I just want to pull a bullshit card on it because it seems to lofty and it seems apart from us in some way, and I want to know how do we pull that into the practical, every day and at the same time, push ourselves out of our comfort zones. What's the litmus test? A relationship is a pretty big thing but for a lot of us it might be dealing with a lot of little things, but how does that relate to this bigger purpose?

AMY: I think that there's a way in which we can really . . . the way I want to put it is that you know the truth for your life. I like to call it . . . as you know I have this three step process of looking at where you're being hard on yourself, what is your inner mean girl saying and then what does your inner wisdom know, and this is really behind the whole concept for my book Big Fat Lies Women Tell Themselves and Believe, is that our inner mean girl tells us these big fat lies, but if we tune in enough, no matter how "small" the decision is, if we tune into our inner wisdom we know the truth for ourselves, so I think that there's this way in which . . . the highest calling for our life can be about taking a nap with Annabella in the middle of the day. It can be about responding to that e-mail. It can be about talking to the person next to you on the plane, just because you have this feeling that you're supposed to talk to the person next to you on the plane, I don't know why, but if we live from that space of deciding that our inner wisdom and our inner guidance is our most important asset, is our most important, and really the way that you feel . . . I mean, Abraham Hicks, who's one of my favorite all time teachers, and pinch me when I get Esther Hicks on the Women Masters, please; welcoming her in anytime now, so we can have Abraham on the calls. But they call it your internal guidance system, that you're emotions are your internal guidance system, so anything that feels negative, bad, yucky, depressing, angering, whatever, what's just your inner wisdom saying yoo-hoo, you're off course, you're off course, so I think it's about paying attention. So often



we numb out to the way we feel, we're moving so quick we don't even have a chance to check it, and I think it can be . . . it's that dance between not only the big things in your life but the little things as well, doing that check in and seeing how it feels on that level. I mean, gosh, this work I've been doing now, just on a personal level, for thirteen, fifteen years, and then on a professional level for the last nine years, and it's a dance. Just like Marianne Williamson last week, I asked her what are the miracles you're praying for and it wasn't . . . she didn't say oh, I have none, I'm perfect. She said well I'm a human being, they're all the same as you guys—I pray to be a little kinder, I pray to forgive more easily, all those things, so I think it is an evolving process and that dance, so I just encourage people to just check in with themselves and get . . . I really assert that you are the expert in your life. Every person on this call, you're the only person living your life, so yes, gather information, gather inspiration from women masters, from male masters, from sources, from books, from TV shows, whatever, and ultimately you know the truth. So setting up structures to allow yourself to experience that truth is what the work, so to speak, and the path, so to speak, is about.

DYANA: Yes and I like this idea of in every moment because usually when people come to me and ask and say you know, I just don't know what my passion is, I don't know how to find it, I don't know how to move through the world in a way that would make me feel happy and fulfilled and all that good stuff. I like the drilling down of it as into just everyday actions, everyday actions and shifts, you know, Marianne Williamson's idea of the shift in perception is where the miracles happen, but also I love the idea of . . . who was it that laid down in the bank?

AMY: SARK.

DYANA: SARK. She just had a moment where she just had to lay down.

AMY: Yes.

DYANA: In the middle of the bank!

AMY: Yes and I just love . . . SARK's call was so powerful. Both of her calls on this series over the last year have been incredible powerful and I just love that story of her being in line at the bank and just deciding she was tired and laying down a minute caused this mini riot in the bank and the guy laid down with her and it was just this beautiful image of just saying you know, we don't have to do everything the way that we're taught to do it. We are individual thinkers, we are the creators of our experience. With the woman in the DMV who had this whole big, long saga and this and that, and then SARK went and fed her meter for her, walked ten blocks and fed her meter for her, and wrote on her windshield with a little note, saying you can have a different story now; tell the story of the woman that walked ten blocks to feed your meter so that you wouldn't get a parking ticket, instead of the story about how you got this other ticket that was costing you all this money. So really where we put our focus, what we focus on, grows and it's true when you look at it from a spiritual perspective and it's true when you look at it from a metaphysical perspective or a neuroscience perspective of the reticular activation system, which is that part of our brain that decides what



information is important. If you decide right here and now, the blue in the room, just everybody in this moment, take a look around. I'm saying okay, check out the blue in the room and all the sudden you look around and all the blue becomes vibrant and comes into focus. I'm looking at my bookshelf and all the blue books are popping out, and that's our reticular activation system saying that's important information, let's focus on it, so we can use that for good in our lives, we can use that to say what am I grateful for and all the things that are working come to surface, just like with Peggy McColl and her call, the one thing, she talks a lot about gratitude and about gratitude statements and how powerful gratitude is, and I really encourage everyone to take that on, to use your reticular activation system about positive things that are going on, versus collecting evidence for how bad the economy is or how depressing things are, or whatever.

DYANA: Do you see . . . I like this idea of using what's real and deciding to focus on it, as opposed to making up something that isn't real. I don't look around the room and say oh, look for the piles of cash because I don't believe it, so sometimes, I think, when I hear people give advice like okay, we're going to act as if and we're going to make this gratitude list. If you're not feeling gratitude and you're not feeling really juicy about it, and you're making stuff up to put on the list, I think that can be even more damaging in a way. Do you think there's a sort of positive way to use a language and then there's a kind of dangerous way to use language. I don't want anybody on the call to think oh, well we're just going to make up great stuff.

AMY: I think that there's a dance there and I think that, again, this comes down to you are the expert in your life. For you, Dyana, for you specifically, you saying gratitude statements about things that are not happening currently, in the moment, that doesn't work for you. For me, on the other hand, totally love it; completely a juicy experience for me. Just like when Peggy McColl was talking about saying I am grateful that _____, and having it be a statement of about a future goal, and acting as if in the moment. That, to me, is one of the most powerful ways to start my day.

DYANA: So did you actually use that technique for something specific, like can you give us an example.

AMY: I'm grateful that Marianne Williamson is on the Women Masters series. How many times did I say that before I got a call from her in my voicemail box—her calling me, by the way, true story, because it was a referral from someone. So yes and believe me, when I was in that breakup, after that major breakup, I was oh my gosh, I was totally saying I'm grateful that my soul mate is going to come and appear, I'm grateful that I can attract the real partner for me, and there he appeared. Same thing with getting pregnant with my daughter, I am grateful that I am going to have . . . every day of that pregnancy I said, happy healthy zen baby, happy healthy zen baby every single day. I am so grateful I'm creating a happy healthy zen baby, every single day, and my daughter is totally happy, healthy and zen. Totally.

DYANA: She really is and for the scientist in me, for the empiricist who needs proof, okay, so I am now reopening my brain to this idea of acting as if and I've reframed it, so I like the idea that your



statement is in the present tense, that turns me on because I'm very practical. I am currently grateful, not I will be grateful or I'm looking forward to but I currently am; that's a big shift.

AMY: Yes and I think that that's a really interesting thing and again, do what works for you. I really want everybody . . . I always ask people on the calls for one takeaway. Please takeaway that you're the expert in your lives, that you know your life better than anybody else. You're the only person on the planet having your individual experience in this moment, so if something doesn't resonate with you don't do it—don't do it. And balance that out with being open, like you said, I'll open my brain and I'll give it a try. Try it on, sure, but if you're experiencing major resistance it's not going to get you any of the good stuff anyway.

DYANA: Right, exactly, but I think that a lot of us do get caught in that moment of well, I guess I should be thinking positively about this, I guess I should be acting as if, and I think it's a struggle for some people. It's not as easy to jump into that mode, so I'm really glad we had the conversation because I hope that there's some people on the call who maybe before had thought well this is all good and well for someone else who's a positive person, but actually all of us cynics and scientific empiricists can look at this and say oh, okay so there's proof and there is something that I can get behind, that I can say I am currently grateful for. There's always something, even if it's a small thing, right?

AMY: Absolutely; absolutely. I'm noticing the time, Dyana, and I just want to take a moment real quick. There's two things I just want to say to everyone. The first is at the end of this call I'm going to be giving something away so stay until the end of the call, because I want someone fun to win this big thing that I'm going to give away. The second thing is that Dyana Valentine is giving something away, and I'm sure that all of you on this call are just diving into the world of Dyana Valentine. She is honestly one of the most fascinating people I've ever met in my entire life, and she will rock your world with the way that she works with people. She has agreed to give away one fresh brain perspective and I'll let you, Dyana, just talk for a quick moment about what that is and the value of that, and then we'll tell people how they can win it.

DYANA: Fantastic. I can't wait to get my brain on your ideas out there. What do you have that's brewing? What do you have that keeps coming back to say do me, think about me, move here, change your career here, move this project forward, why are you waiting. I love having those conversations with people and one of the ways that I . . . it's very important to me to make my work accessible to everybody, so I try to create packages that are easy for people to afford and to experience the work. You're going to have a call with me that's a 30 minute intensive on some specific project that you choose, that we go into, and you're going to come out of that conversation with at least three things, concrete things you can go and go that will move your project forward, and I'm totally excited and giddy to figure out who's going to win it.

AMY: Great. To enter that contest you can go to DyanaValentine.com and on her thing you'll see Join The List. I want you guys to join her e-mail list and the tenth person that does that, by



filling in the word Women Masters in the referral line, will win that session. So DyanaValentine.com. Make sure to go there and check that out.

With that I want us, Dyana, I really want us to . . . I know that we've reviewed some of the Women Masters material. Is there anybody that we've left out of that review that you can see?

DYANA: I think that the only person we didn't specifically talk about, well, we sort of talked around this idea of successful relationships with Alexis Neely.

AMY: Alexis Neely, and one of the takeaways from this call, I'm so glad that you mentioned that, because it was a little bit of a different call. It was really centered a little bit more for business owners but I really, really appreciated the call because one of the biggest takeaways from that call, for me, was that most, especially most business relationships, but often even personal relationships, but specifically with business relationships, they come to an end. Business partnerships end, business arrangements end. When you're out in the world putting and investor's proposal they call it the exit strategy and having exit strategies in place in your business life is so important to do when you're forming the business relationship, because you can do it in the moment of strategy and excitement and enthusiasm and inspiration, versus doing it in the moment when the conflict arises or when it's time for the relationship to end, which is when things can get ugly. I really loved that call, especially as a business owner, and I encourage people, if you didn't listen to it and you are a business owner, to make sure to check that out on the series recordings because it was really, really important. Thanks for mentioning that one, Dyana.

DYANA: I think Alexis has a really good perspective, too, on the gracious design of relationships. I think a lot of her advice applies whether you think you're in a formal business or not. Even if you are someone who has a craft and does barter with people, if you're somebody who runs a household you're probably running more of a business than you think you are, and you have relationships with different people that need navigation, and I think that her advice was really good. I'm kind of curious, I don't know if we have time for this, tell me if we don't, but what's one piece of advice that you've gotten from someone else or that you have for the listeners, around relationships, around business relationships, around business, really, one thing, there's one kernel or one head's up that you can give us, what do you think is the most important thing to keep in mind when you're thinking about your relationships.

AMY: Business relationships?

DYANA: Yes, I think business relationships.

AMY: Trust your first instinct.

DYANA: Good one.



AMY: Yes, I think trust your first instinct and just pay attention to the way you feel, just like with everything in life. If there's that little feeling, like that little umm, pay attention to it and investigate it and speak it and acknowledge it, versus just grinning and bearing it, as the expression goes. Bad idea in business and in life. I think trusting your instincts is really important and yes, tuning into that inner wisdom and paying attention to the way you feel.

DYANA: Hey, I think that's true for personal relationships, too.

AMY: Absolutely, yes. So I want us to dive in, Dyana, to this three step process. I'm going to be launching, on this call today, and I'm so excited about this, a new format of this proven three step process for goal setting for success, and I want to give you all a piece of this right here and now. I want everybody to end this year with enthusiasm, with joy, with inspiration, and then bring the year to a close and then start off 2010 in a big way, with a big bang, so there's three steps to this process. This is something that I've led for over nine years via a live workshop format that I did with people for over \$225 a day, and then when I was working inside corporate clients and doing a lot of coaching work inside corporations, I did this process and the fees were much more than that, \$550 and on up. So I want to give everybody, just gift them a piece of this process. The first thing I want everyone to do, if you're someplace that you can write, please do, if not you'll remember it, it's okay. The first part is really about clearing out your past and I want everyone, as you get towards the end of this year, we're around six weeks away to the end of the year, so the holidays are starting, next week is Thanksgiving, and I know that people will get into that holiday mindset and I want everyone to really go in with a lovely mindset for the end of the year. I want you to really look at what has worked for you this year. Celebrate, celebrate, celebrate, and I encourage you to do, at the end of this year, a year long inventory. What have been your wins? What have been your successes? Then I also want you to write down your failures, your disappointments, the things that didn't work out, the things that I like to call incompletions, if you will, and then in this process and in this workshop and in this process I then actually help you process those failures, by the way, but I think so often we can move into the new year, whether it's the actual new year or maybe a birthday marker or maybe every summer, whatever, but we don't take the time to really pay attention to what worked and what didn't work, and just get real with ourselves. So that's the first part, is about clearing out your past with both celebration and acknowledging your failures and processing them.

DYANA: Amy can I ask you a question here?

AMY: Yes.

DYANA: I call this my yay and nay list and as I'm doing it towards the end of the year, I just keep two Post-it notes rolling around with me in my calendar or my purse or something, and I just add stuff as I think of it because sometimes I can't think of a big list all at the same time. But here's what my question is, and I had never thought of this before, but I'm really curious about it. Why is it important to list both the failures and the wins?



AMY: Well the failures because they're in there anyway and if we don't acknowledge them, then they just keep in our vibrational fields, if you will, and we don't get a chance to have that clean slate.

DYANA: Okay.

AMY: The thing is, is that people are so afraid, and we talked about this a little bit at the beginning of the call, but they're so afraid to say I failed and guess what, we fail all the time. So I don't want failure to have so much stigma around it. Being able to just list out what didn't work, where you failed, where you were disappointed, what you wanted to accomplish and you didn't, any of those things, and sometimes the thing that's really interesting is events and things will end up on both lists sometimes. For example, and this is an example that I give in this e-course that I'm launching today, is divorce. Divorce can be a total loss, a total disappointment, a total failure and can also be a huge win and triumph for someone.

DYANA: I love it.

AMY: Being able to process both sides of those things is really, really important.

DYANA: Yes.

AMY: So that's step number one. Then step number two is really creating your future, once you have that clean slate, being able to lay out your goals and your action plan. Then the final step is really looking at and discovering a new you. Who's the person inside of you that needs to come out in order to achieve those things? Who is that, I like to call it a stand, and it's called a stand in this work, but really discovering the person inside of you that you need to become in order to achieve all of those goals and live that vision. That's really the three step process that I've been doing for over nine years. Thousands of clients have gone through this process and I actually have on the line with us today, I just wanted you guys to get a little . . . I know, Dyana, you've gone through the process but I also wanted Lauren, if she's ready, I'm going to un-mute you, Lauren, and I just wanted you to talk for a moment about this process and the power that it's held for you, so I'm going to un-mute you now, my dear. Hi, Lauren.

LAUREN: Hi. Yes, I love this process. I had an idea for five years and I knew it was something I wanted to do but didn't know how to get started. I love having the goals laid out and we did it throughout the year, and you can . . . are you still doing it where you can do the different parts of your life?

AMY: Yes, total goals chart process {? 53:00} is in this, yes.

LAUREN: People want to have one goal or they think they can't do more than one thing at once, but there's lots of things going on in life, so I like the fact that you're able to do something personal and something more career oriented, keep all that going, and the biggest thing for me was _____ {53:21}. Are you doing _____?



AMY: Yes, totally.

LAUREN: That really changed my life. I had never done anything . . . any kind of affirmations or learned how to think of something in a different way. I've been a celebrity personal assistant for many, many years, I could move mountains for anyone I worked for. I could do anything. It wasn't even a question in my mind but when it came to doing anything for me I was frozen. I had no idea how to ask for something for myself, to think that I was important enough that I could do something on my own and ask for help, or just go for it. Having the affirmations or the things to go to, to remind myself constantly, all the personal, great things about myself. Or when I'm in that really down and blue moment and think that I can't get out of it, I have those cards to go to, to get my head out of that negative place, so that was really great for me.

AMY: Great. Thank you so much, Lauren. I adore you and thank you so much for just being willing to just talk for a moment about the Goal Setting for Success process and what it has done for you in your life. I know that you have launched a whole business by doing part of this work, so way to go, baby!

LAUREN: Thank you.

DYANA: Thanks, Lauren.

AMY: Okay, cool, so what I've done, Dyana, let me just tell you what I've done, basically, is I wanted to . . . this \$225 a day and having people come out and do a whole workshop process and really being able to do a weekend process with me, and so on and so forth, I just realize that especially with the new economy and how busy people are, and, quite frankly, how busy I am with being a mom and having a two year old and whatever, I just said you know what, I don't want to deliver it in that format. I really wanted to create digital content and so what I've done is I've created this twelve week e-course called Goal Setting for Success and I wanted to give everybody on the call a chance to get this process at a really, really, really, really, really low price because a) this is like an incubator, I want you guys' feedback and I also just wanted to really be in service to everybody. So if you're in front of a computer go to GoalSettingECourse.com and if you're not in front of a computer go there today because basically . . . \$225 a day if I were to do something over the twelve weeks and do all these sessions it would be thousands of dollars, of course, and I really wanted to make it accessible, so I'm going to be charging \$179 for it. Then I'll have some through my joint venture partners and stuff like that, that will be available at \$79, but just for the next 24 hours, and literally at 1pm tomorrow, Pacific Time, this price won't be available, and this is probably the only time I will ever offer this twelve week e-course at \$49. I'm doing this in part . . . my sales page is a little funky, you guys will see that when you go through it, so you're kind of my guinea pig. I didn't have time, but I wanted to just give you guys something at a rock bottom crazy no excuses price, so \$49, that takes you through the entire twelve weeks, you get an e-lesson once a week, you get an inspiring call from me once a week, an outbound phone call once a week that's delivered right to your phone, and you get worksheets that come with it



and you'll walk yourself through this entire process. You'll have examples, all sorts of stuff, and you'll walk yourself through this entire process over the course of twelve weeks, which I think is a really perfect amount of time for the information. So that's my crazy offer; I feel like Crazy Gideon.

DYANA: That's amazing. I feel like saying you're killing me, Larry; it's awesome. I think the one thing I have to say about this, because for everybody on the call I've done this process with Amy in the workshop she talked about, three different times, so two times at a new year's . . . where the year was changing, and another time where it was a mid year review of those goals, and I paid the big bucks without blinking. I loved being there, it was awesome, it was totally useful, and first of all, this is, like, free. I mean, this is so inexpensive, but I think the beauty of what you're creating, Amy, is doing it over twelve weeks is so important because you've got an actual . . . you're actually training a new set of goal setting habits. It's not just this idea that you get in a four hour bolus shot, like a vaccine. It's more like an actual practice, so cultivating an practice, I think, is really important and it's one thing that . . . I know that you mentioned my accountability process, my 40 day cycle that I went through, where I made a commitment to my body and publicly kept it online, with videos and blogs and everything, and I know that you keep commitments to yourself around a variety of personal things, but this process is set up for us to be accountable to our own goals. Usually when we think about accountability we think about punishment, like someone is being held accountable for a crime, but what about this idea of being accountable to ourselves in a celebratory mode? We're giving ourselves a \$49 gift that's going to sustain us for twelve weeks.

AMY: Yes and the thing I also just want to tell everybody is that there's a 97 day money back guarantee with it, too, so if you go through the entire twelve week e-course and it didn't make a positive difference in your life, you didn't find it valuable, I'll completely give you your money back, because that's how much . . . I've tested this process with thousands of clients, as I mentioned, and I have to say that anybody . . . I wanted to just throw in one more thing, my marketing consultant's going to kill me, but I have to tell you guys, so anybody that, like, in the next fifteen, twenty minutes that does it, if you go to GoalSettingECourse.com and order it, I'm going to also give you a future self visualization and worksheet, an MP3 download of this class, about how to stop being so hard on yourself, and an MP3 of one of my favorite Women Masters calls, the call with Lisa Nichols, called No Matter What.

DYANA: Wow.

AMY: I hope that this totally incentivizes every person on this call to take me up on this offer. Again that price is \$49, it's only going to be there for 24 hours, and total 97 day money back guarantee, so if for some reason you go through the twelve week process and you're like Amy, nope didn't do it for me, e-mail me within seven days after that final lesson and I'll completely refund your money. I really want to stand by everything that I'm doing in the world and I hope that everyone on this call will take me up on it. With that we're at time, so I just want to quickly, I'm going to put us into Q&A mode. I'm going to give one lucky person this twelve week e-course completely for free, so if you want to win the e-course press *6 and then 1 on your phone and I'm going to take lucky caller number four. Okay, here we go.



DYANA: Good luck everybody.

AMY: Who do we have?

DYANA: I'm resisting dialing that myself, Amy.

AMY: There you are; hi. Who is this?

LYNNE: This is Lynne.

AMY: Hi, Lynne, you won.

LYNNE: Great, thank you.

AMY: Yay! I love giving things away. Lynne, just go ahead and e-mail Program@WakeUpCallCoaching.com and I will get you set up with the twelve week e-course, completely for free, my dear.

LYNNE: That is so great.

AMY: Yay!

DYANA: Congratulations, Lynne.

LYNNE: Thank you.

AMY: Great, you guys, so you have fifteen minutes to go ahead and get on there, and I will give you, also, all these bonuses, and by the way, the bonuses are not even listed on the website because I just wanted to do that special for all my VIPs that are on this call. I know that we're a little bit over time and I just want to honor everybody's time and just say thank you, Dyana, for this incredible call and just I love every single person on this call so deeply and so much, and again, thank you so much for being a part of the Women Masters family. Post and Facebook and I'm going to be coming at you guys with some fun male interviews that I'm going to be doing in December, so I'm going to be talking to some men; it's my holiday gift to ya'll. You'll be hearing from me, it's going to be on a different phone line and a different system. I'm going to e-mail you all about that so please keep looking at the e-mails. I want to give you more and I can't wait to have the Women Masters back in the New Year, and love, love, love to everybody.

DYANA: Thank you, Amy, and thank you everybody on the call. I can't wait to meet you _____ and I've really enjoyed it.

AMY: Yay!. Alright, everybody, thank you so much. I can't wait for you to try the e-course. Let me know all of your feedback. Again that price is only for 24 hours. Go to DyanaValentine.com



and check her out, and I'm going to un-mute you guys so that we can hear you guys say goodbye. Much love.