

TYB Mega Mod 01.03 – My Journey

I know a lot of you know me from my work with either The Mind Aware Teleseminar Series or The Mind Aware Radio Show and so I wanted to give you a little background on how I learned about this material.

I grew up pretty much like any other Midwestern kid . . . I loved animals and the outdoors and was an avid reader. By high school, I was fanatical about learning about psychology, self-help, and the brain and just generally what makes people tick. I read popular books of the time and this was the “me” generation and so starting in 1972 there were at least two self-help books on every non-fiction top ten list until 1979. So read all of the hot new books of the time, as well as old classics like Psycho-Cybernetics, Think and Grow Rich, and As a Man Thinketh.

Then in 1983, when I was 19 years old, I had a wonderful opportunity to participate in a 40-hour course on the material of Lou Tice. This was the training I had been searching for all along. It was a 40-hour comprehensive training on how the brain worked. More specifically it taught me how to use my brain to create the outcomes in my life I desired.

As a special bonus, I’ve included a video from Lou Tice in this module. It will give you an idea of the training of the day.

Now I was working in corporate America at the time I took this training. I was one of these people who sat in a little cubicle with pictures of my cat on the wall and because of this training, I was able to leave that cubicle and start what I deemed my great adventure. I made what some may call a "bucket list" and started crossing things off . . .

I wanted to be a writer and so I wrote a book and became a published author at age 23.

I wanted to see the world and so I spent the better part of a decade traveling and living overseas in places like Guatemala, Japan, Vietnam, and many, many countries in Asia, Europe, and around the world.

I had so much fun and worked so many jobs, you can’t even imagine. Here I am selling hats on the streets of Chinatown in Yokohama, Japan. I taught English and worked for trading companies. I was an agent for a jazz singer in Ho Chi Minh City and a live on-the-air host on the Home Shopping Network in Tokyo. All of the things I learned about the brain gave me the confidence to treat my life like an adventure and living like this also gave me the time to study to my heart’s content. I had a lot of free time on my

hands and so I was able to do things like finish my Reiki Certification in Japan, over a year of doing nothing but reading and relaxing on the beach, and so on.

I returned to the United States in 2001 and started working in the film and video industry, which I loved and went on to win awards for writing and producing.

As much as I loved the film industry, what I didn't love about it was that I was no longer self-employed. After working for so many years as an entrepreneur overseas, I really wasn't all that suited for working for other people. In addition, I didn't like the long hours, having to set an alarm to get up and commute in rush hour traffic, or even worse, having to be up early enough for a 5 AM call time on the set. To top it all off, there was really a "cap" on the amount I could earn. In film, certain positions are paid certain day rates, and that's it . . . you're trading your time for money.

It was right about then that I found direct sales . . . like many of the people who follow The Mind Aware, I went to an in-home party and fell in love with the product being shown and went on to sign up to be a distributor. Within three months of starting my new business, I never stepped foot on a film set again and within 19 months my team was selling over a million dollars a year in sales.

Now many of you know that part of being successful in direct sales has to do with offering other people the same business opportunity you were offered and helping them to be successful in their businesses.

As I was looking for trainings to help my new team members be successful I could see there was nothing outside of either "how to", action-based trainings or short-lived motivational trainings. I felt like I was sitting on this wealth of knowledge about how the brain worked and I wanted to teach what I knew about the brain to my team members.

So, within the first few months of my direct sales career, I wrote Train Your Brain and I taught it to my team members. While it's much more common today to talk about things like the power of positive thinking, at the time, it was a bit of a leap for them to embrace it. But they did embrace it and apply it and as a team, we effortlessly rose to the million-dollar level.

The Million Dollar Club was comprised of leaders whose teams (within three levels) sold one million dollars or more during the calendar year. With an average product price point of around \$20, this really was quite an achievement. When I joined the company,

less than 15 members made up the illustrious Million Dollar Club, and getting in seemed like a pretty daunting task. But, like I said, I certainly saw myself getting there.

Most of those already in the Million Dollar Club spent many years working before they eventually got in. So, naturally, everyone was surprised when I purchased my kit, became a new distributor one day and just 19 months later became a full-fledged member of the Million Dollar Club!

And the team I'd built didn't just break the previous company record for rise to the Million Dollar Club. We shattered it! The previous record was roughly 42 months! In fact, not one team has ever come close to reaching this milestone, and our record still stands today.

However, even more importantly, it was because of this work with my team members that I realized that these techniques could be taught and that it is easy for anyone to change their mindset if they know how.

Eventually I went on to sell my direct sales business and “semi-retire”. I spent a year reading, gardening, and studying. I became a certified hypnotherapist, but I kept getting requests for Train Your Brain. People requesting me to speak or train their team members and ultimately I realized there was a new mission for me and that mission became The Mind Aware.

I found myself founding The Mind Aware for the same reason I wrote Train Your Brain . . . there was a hole in the market with regards to the trainings offered to small business owners . . . people were trying to grow their businesses using “how-to” action based trainings. No one was teaching entrepreneurs how to leverage the power of their minds so they could have faster growth with less work and we wanted to fill that void.

As of the recording of this video, The Mind Aware has been in business for two years. Two years ago we were shipping our first copies of Train Your Brain to customers and in that time we've done \$1,000,000 in sales . . . we've grown in record time again. We've grown from zero, not even having a product to present day where we have over 60,000 followers and countless success stories . . . and it's just the tip of the iceberg.

The original Train Your Brain was written nearly a decade ago and I have learned so much since that time, in my own personal studies and certifications, as well as from the success stories of our followers. And you will benefit from all of that additional training

and the lessons we've learned from the people implementing this material. All of that is included in this training.

One last thing . . . I wanted you to know a little bit about me and how I arrived at this place in my life, but the most important thing I want you to know about me is that I am dedicated to you. I am dedicated to your success and all that I do with The Mind Aware is because there is nothing more fun for me than to have others to “play” with on this journey.

You were attracted to this training and you are here because we are meant to work together and be on this journey together and for me, that is the best part of the adventure. So put on your seat belt and get ready to Train Your Brain!