

Don't Believe a Word You Say!

How to stop self-sabotage.

Do you wish you could:

- Turn off those annoying self-doubts?
- Get out of your own way?
- Stop getting stuck around your goals?
- Feel strong, confident, fantastic?

If you said "Yes", welcome to the human race! It's the most natural thing in the world and yet no one really talks about it!

This book will teach you a fun and easy way to turn the self-sabotage cycle around and use it feel better and move forward! Learn how to lighten up on yourself, go after your dreams and enjoy life so much more!

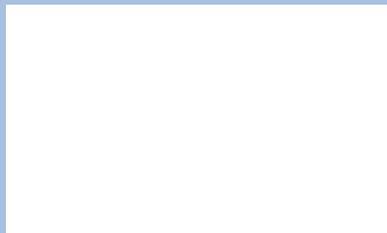
"When your mind starts racing, you don't have to go with it. I have lived by that mantra for many years, and now Irene has come along and crafted a simple and effective method for turning your negative thoughts around.

The practicality of the clock method is brilliant. Irene explains in simple terms that with practice anyone can become their biggest fan. Thank you, Irene, for caring so much about the people you work with."

**Michele Phillips, Author of Happiness is a Habit,
Workshop leader & Transformational Coach**



Irene Gutmann MSW is a Speaker, Author, and a Small Business and Life Purpose coach. For over 18 years, she has been helping clients to get out of their own way and reach exciting personal and business goals. The process she shares in this book has helped hundreds of people to relax, understand their inner dynamics, and move forward in a powerful way.

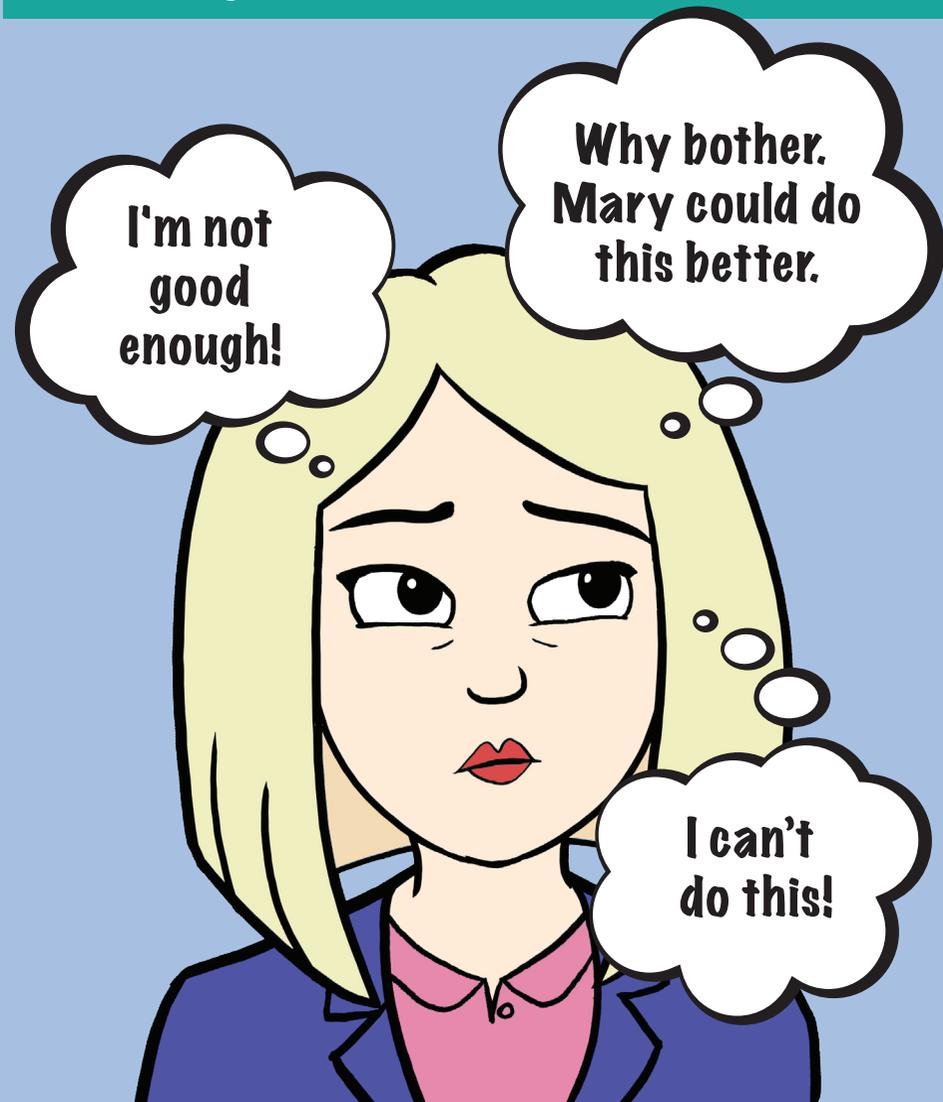


Don't Believe a Word You Say! How to stop self-sabotage. By Irene Gutmann MSW

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By Irene Gutmann, MSW

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Dedication

This book is dedicated to my husband, Charlie - a wonderful man of faith, wisdom, hope, and compassion who has always believed in me, even when I was full of doubt and self-sabotage.

This book is also dedicated to my late sister, Laura Veralli, who helped me with the first editing draft. I love you Laura. I miss you and yet, I feel you with me.

We will always have Paris!

Acknowledgements

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I'd also like to thank my teachers, coaches, and mentors over the years who have taught me so much and helped me grow.

Thanks to my wonderful clients who have shared their dreams and struggles with me. Your character inspires me personally and your success inspires me professionally. I truly love coaching such wonderful people like you!

And finally, a big thank you to my siblings, friends and relatives for inspiring me, sharing your life with me, making me laugh, and loving me for who I am. I am very blessed indeed.

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Introduction

I created the chart that this book is based on quite by accident about twenty years ago. I didn't think much of it at the time, and I had no idea that in the coming years other people would draw out similar themes in different ways. I guess truth is truth and will be discovered by many in their own way.

I was helping Julie (all names are changed in this book for privacy) to organize her space. She is a very smart, lovely, considerate person who was her own worst enemy when it came to clutter. I'm not saying that she was a hoarder. It's just that when she wanted to get rid of an item, her perfectionism kicked in and would not allow her to just throw an item out or put in in the donation pile. She had to find the perfect place for it or prepare it perfectly before letting it go.

Julie: (picking up a newspaper clipping):
"I have to mail this to my son."

Irene: "Okay..."

Julie: “But I have other clippings in my office and that is more cluttered than this so it will take me awhile to find them. I'll just put it here for now”.

Well “for now” usually means “forever,” so the clutter just got rearranged.

When the next example started, I had to analyze what was happening. Julie was spinning around, and I was getting pulled in, to the point where I was going around in circles too.

Julie: “I want to donate this little doll, but I can't do that because the pants are missing.”

There was always an intention, then an obstacle, then giving up “for now.”

After many rounds, I finally drew a clock diagram to show Julie how her thoughts would keep her in a perfect cycle. The diagram has four times:

12:00: “I want to donate this.”

3:00: “But there is a problem.”

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6:00: “I have to fix the problem before I donate it.”

9:00: “I don’t have time to do that today, so I’ll put the item down **FOR NOW.**”

The next time she picked up the item it would be the same thing.

Julie saw the cycle and understood it – instant breakthrough! I showed her how she could break the cycle at 3:00 and tolerate some guilt for not giving the item away perfectly, or she could break the cycle at 9:00. It would cost her extra work, but she would feel less guilty. I didn’t care what option she chose as long as she got unstuck.

When I taught this chart in a class, a woman said, “I’m doing that about going back to school!” She wanted to enroll in grad school but was stuck on writing an essay. She had a breakthrough right there in class.

After going into the field of coaching, I used this chart with all forms of self-sabotage, and almost every person had an “aha” moment. It was very rewarding. I have been using this process in my business coaching and life purpose coaching ever since.

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It's wonderful to help people realize how valuable they are. In coaching clients, I can prove it to them and show them why their negative beliefs are not true. When this happens, a lightness comes over them. I can see the hope and happiness on their faces.

It is an honor to be a part of such touching, sacred moments as people finally start to grasp the beautiful truth about themselves.

My wish is that you will do this also. I believe that we are precious, unique individuals, made by God. When our actions flow from this positive, loving place, amazing things can be accomplished. More importantly, our quality of life improves – our daily mood, confidence and happiness increases. We can celebrate who we are and in doing so, celebrate each other.

And of course, if you want help with this process, there is information at the end of this little book.

Tips for Success

- Don't put off reading it until the "right time." You will never do it. Today or tomorrow, take one quiet, reflective hour to read the book and do the exercise. If you invest an

hour, it will very likely make a lasting impact on your life.

- Don't overcomplicate it – stick to the instructions. Keep it simple. I know that can be hard, especially if you are very smart. You are not the exception to the rule. Don't let your mind trick you into complicating it. Get help if you can't stop yourself.
- Focus on you and your own self-sabotage, not on circumstances outside of your control. We can't control everything, but when we get out of our own way, amazing things can happen.
- Do not use this book to analyze your loved ones. That's not nice. Tell them you see more value in them than they give themselves credit for. Give them the link and let them do it for themselves. It's much more rewarding that way. Use the book for *yourself*.

This book teaches one practical and easy technique. There are other deeper ones if you don't get the results that you are looking for. I am trained in several processes including *The Belief Closet* and *Parts Work*. Therapy is also good for uncovering these limiting beliefs.

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This book does not address real depression, psychiatric illness, or other more serious conditions. Please get professional help if you need it.

Finally, the title is “tongue-in-cheek” and playful in order to help people lighten up on themselves when they are engaged in self-sabotage.

If you are ever in physical danger, listen to your gut feelings and do what you need to do to be safe. Many people have ignored their gut feelings and gotten hurt or worse.

Are you ready to open your mind and look at yourself in a new light? Let's get started!

CHAPTER ONE

I Sabotage, You Sabotage, Everyone Sabotages

Our dirty little secret...

We all do it.

- The person you admire most does it...
- Your boss does it...
- Your friends do it...
- The woman at the pool with the perfect body does it...
- Your favorite movie star does it too...

If you are stepping out of your comfort zone in any area of your life, you will doubt yourself and you will sabotage yourself. Your psyche will serve up all kinds of negative thoughts to make you ditch your goal and crawl back into your comfort zone. This book will help you recognize this pattern and deal with it.

This is how it usually works:

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You set a goal...

→ You're excited!

→ You do your research online...

→ You prepare...

→ You get started...

Then something happens and it starts to crumble.

Let me give you an example.

Susie is a 33-year-old woman working in a customer service job close to her house. She's been doing this for five years and she's good at it. In fact, she could do it with her eyes closed. The problem is that she is bored. Deep down inside, she dreams about being a guidance counselor. She always loved working with kids.

She ended up in her current job by default, as many people do. She took business courses in college, thinking that she would love the corporate environment. When she graduated, she did get a good job. She was happy about this "real job," with a steady paycheck and benefits. By all measures, she was very

successful at a young age. She was even promoted to manager of her department a few years ago.

So, what's the problem? When she is really quiet, usually right before she falls asleep, she wonders what it would have been like if she had become a guidance counselor. When her friend Mary tells stories about her sessions with students, Susie listens wistfully. She could not talk about anything at her job with the same enthusiasm. Why didn't she go into counseling from the start? If she decides to pursue this goal now, she will be 36 before she finishes her certification. By then, she might be married and planning a family. It's too late...or is it? Should she go back to school? It's crazy, right? What would her parents think? Her friends would think she's silly to give up a perfectly good job. What would her boss say?

After a few months of this, she decides to at least look into it. She starts researching what she would need to do. She goes on the Internet, calls a couple of schools, and talks to a friend who suggests that she go to an open house at a local university. When she gets there, she sees all these very confident looking "twenty-somethings" asking intelligent

questions, using psychological jargon she doesn't even understand. She feels like an idiot! "What was I thinking," she asks herself. "I'm not smart enough – I don't even know what they are talking about! I'm too old! I can't start all over again! This is crazy! I have a good job. It's good enough." Instead of taking an application, she goes home, and drowns her sorrows binge-watching a comedy series on Netflix.

What really happened here? Let's examine this. Is Susie capable of being a good guidance counselor? Of course, she is! She's smart, talented, and loves working with kids. She was the most popular camp counselor because she always taught her kids little crafts and jokes to make them laugh. Even in her current job, she's the one everyone comes to when they need to vent.

But Susie is human, and therein lies the problem. In her perfectly normal psychological dynamics, setting a goal triggered subconscious fears. These fears rose up and tackled her with what we call "negative self-talk" – thoughts that sound smart and convincing enough to make a good case for not making a change. Her psyche only

wants her to be safe, which means doing what she has always done.

Susie Should Not Have Believed a Word She Said.

It's wonderful to be inspired by a goal. It can enliven our days with energy and hope. It can help us summon up the best in ourselves and step out in a brave new direction or enrich our lives, adding an element of fun. It can give us something interesting to talk about when we gather with friends. It can prompt us to meet new and interesting people as we gather information and resources along the way. Think of people who are inspired by a goal. They have a positive energy about them – a spring in their step, a gleam in their eye.

And yet change is difficult. If you struggle with making meaningful changes in your life, you are in good company. People want to get fit, write that book, get a better job, start their own business, manage their time better, save money, do meaningful volunteer work... Often these goals are not met because making important change is so difficult – at least it is the way most people go about it.

When we fail to make these positive changes, we humans are very hard on ourselves. That would explain all the “Mallomars” eaten in February when January diets and gym regimens have failed. We don't really understand why it is so hard. We make plans, get busy, go off our plans, do things that are not good for us, and then beat ourselves up with guilt and recrimination. The worst part is the incredibly negative “self-talk” that we engage in. We do this in the absence of true understanding of our inner dynamics. We call ourselves weak, “less than,” incapable, lazy, stupid, and the list of insults goes on.

If you knew how many people are negatively judging themselves at this very minute, you'd be amazed. You would also be surprised at the *number of times per day* people engage in this negative self-talk. You would also be shocked at the *people who doubt themselves*. The very people that you look up to go through this. The people who look so perfectly put together go through this. Men go through this. Women go through this. People in high places with a great deal of power go through this. The boss is doing it with his or her higher-ups. Unless they are stuck in their comfort zones, virtually everyone is putting on a game face in some way. And each person feels like he or she is the only one.

Because No One Talks About It!

Why? Have you noticed that it is a sort of “taboo subject” in many circles? We may confess our insecurities to some select people, but then we put on our “game faces” and hide these feelings in most other settings. Even when we are being honest, we often don’t tell the whole truth. What if they believe us?

It’s time to change the conversation. It’s time to stop hiding and talk about what’s real and human. Yes, there are times when it’s appropriate to keep one’s guard up. For example, we wouldn’t talk about our doubts in a job interview. But in safe situations, it’s important to take the veil off sometimes and see that we are not alone.

Did you know that many people walk around feeling like imposters, wondering when they are going to be “found out” for the fraud that they think they are? When they do something good, they feel safe for the moment. But after a while, the same worry comes creeping back. It’s one of the most common sabotaging thoughts that people experience. It’s not true, but it can feel very true, and it’s painful to think about. I suspect that this is one of the biggest reasons that people don’t talk about their true feelings. No one wants to be

exposed in this way. It's bad enough to feel this way. Who wants other people to know it?

It's easy to see how the cycle of hiding starts. When you feel less than, you don't want people to know, especially at work and in most social circles. So, you put on a smile and fake it. It makes sense in a way but doing this all the time can really damage your confidence and affect your quality of life.

Self-sabotage is rampant. I'm on a mission to end this.

Well, to be honest, it can't be ended completely, because it's a natural way in which our psyches protect us. What I'd really like to end is the compounding of guilt and recrimination that most of us put on top of the normal negative thoughts. We beat ourselves up emotionally, spinning around in self-judgment and negative feelings. Our initial doubts are just part of a normal and natural process. We veil it in secrecy and in doing so, self-sabotage threatens to take control and overpower our best intentions.

Why?

One of the first and most important things to keep in mind is that our psyches are wired to maintain

the status quo. We want to go forward, and yet, subconsciously we are programmed to stay right where we are. This shut-down impulse can have power over us when we do not recognize it or understand why it is happening. Awareness and understanding are the first steps towards taking back control.

The most widely held theory is that it goes back to the survival needs of our ancient ancestors, who had to keep to certain routines to avoid getting eaten by a large, hairy animal. Those who took risks trying something new were less likely to survive. The fear-based reaction that their psyches served up was very adaptive and protective. Nowadays, our physical survival is not usually dependent on doing things the same way every day, but our subconscious psyches don't know that. *The same fear that initially protected us physically now does emotional damage instead.*

Another psychological theory is that when we are young, as a protective measure when faced with dissonance, stress, or trauma, the psyche splits into parts. You may have heard people reference their wounded inner child or their inner critic. For example, if you are a woman who was told that girls should be quiet and demure when you would much rather have been loud and outspoken, you

may have developed a critical psyche part that assaults you with negative thoughts to hold you back when you want to speak up and play it big in your life. These are not the same as separate personalities, delusions or hallucinations (which requires psychiatric treatment). These are just negative sabotaging thoughts that pop up frequently in our minds.

There are also religious interpretations of our resistance to change. One view is that obstruction to moving forward on a new goal is caused by an evil entity that assaults us with doubt in order to keep us from following our divine path. When we give in to these doubts, we keep ourselves from doing the good in the world that we are called to do.

While there may be merit in each of these theories, for the purpose of simplicity, I will use the most commonly accepted survival theory that is based on the idea that self-sabotage is a healthy, normal, human reaction to change.

Because we are not wired to step out of our comfort zones, you can expect some fear, anxiety and negative thoughts when you do. The good news is that you can come to understand how and when this happens as well as what you can do about it.

Not understanding that we are programmed this way leads to self-recrimination and loss of confidence. Stepping out and taking on new challenges while actually embracing this trepidation is just so worth it! The journey is exciting, and the results can be wonderful.

We have difficulty trusting ourselves when it comes to positive change. Have you ever said or heard someone say something like: “I don’t make New Year’s resolutions? They never work! Why bother?” It’s easy to lose faith in yourself when you have not kept promises to yourself time and time again. It’s easy to get cynical and keep the expectations low as a self-protective measure. This is especially true if, after going off a plan, you were very hard on yourself. Who wants to go through that abuse again?

You may also notice that when you do want to play it big in your life, there is not much around you that supports you. Negative thinking and negative-speak is rampant. Positive people are called “Pollyannas” and are often met with sarcasm.

Well-meaning friends and family can be real “Debbie Downers” when we are trying to step out of our comfort zones. They may be doing it for our own protection, because they see our discomfort.

They may subconsciously need us to play it small so that they don't feel so bad about staying in their own comfort zones.

Have you ever noticed this common discussion pattern? Someone starts a conversation by complaining about something. Another person jumps in, and the next thing you know, they are chattering away, talking and laughing. I've done this myself. It's an easy way to connect with another person and find common ground. While it's great to converse with people, this focus on the negative buys into the belief that people are powerless in their lives.

It's difficult to be positive when there is little support around you. But if you look closer, you can find people who are being proactive in their lives and are not settling for the status quo. Talk with them. Support each other. For some, buddying up with a friend makes it easier to make changes. You can encourage each other and challenge each other. It's a great excuse to go out for a cup of coffee with a friend, if nothing else!

Being Aware is The First Step

The very act of trying something new brings us out of our comfort zones or "safe zones." Our

inner subconscious psyches feel threatened by this change. If you have ever watched the show “Lost in Space,” you can compare it to Will’s robot waving his arms saying “Danger, Danger, Danger, Will Robinson!” Our psyches do not distinguish between physical danger and emotional danger. They don’t care if we are feeling bored or unfulfilled. They don’t care about our happiness. Safety is the primary motive.

When our psyches sense that we are stepping out of our comfort zones, they will try very hard to pull us back to “safety.” This is usually done by sending all kinds of negative sabotaging thoughts. “Cassie would be much better at this.” “What makes you think you can do that?” “Now is not a good time.” “You are too (old, stupid, lazy...)” “You are not (smart, talented, outgoing...) enough.” These negative thoughts kick up negative feelings – lots of them! We may feel fear, frustration, insecurity, loss of confidence, lethargy, etc. It is not much fun, to say the least.

When feelings are negative, it’s easy to give up or procrastinate. With negative feelings taking up so much inner real estate, you have fewer internal resources to deal with external obstacles that may arise as you are working on a goal. You may find yourself procrastinating or talking yourself out of

why you should be doing this in the first place. You may have a sudden urgent need to clean up your office instead of making that phone call. Or you may take action but give off mixed messages to people because you are not feeling confident.

When this happens, the psyche wins. This subconscious process pulls us back to a “safe” place and the psyche can relax – danger averted! We go back into the safe cocoon of life for a while. We retreat into our old comfortable routines and reassure ourselves that we were foolish to think that we could reach that goal. We justify why it's okay to forget about it. Our psyches are smart and give us fantastic-sounding reasons for letting ourselves off the hook. It can be a relief at first.

Sometimes others reassure us that we are doing the right thing. They say things like “Now is not the right time.” It is comforting in the moment, but it is frustrating later when we wish we had pushed past our blocks and gone after what we really wanted.

A lot of people think that they are too smart for simple pop psychology processes. They think, “I understand that – and it won't happen to me. I won't fall into that trap.” But I have found the opposite to be true. I've noticed in my work that

the smarter people are, the better they are at blocking themselves.

This happened with one of my first coaching clients. She wanted to improve her work situation. I noticed the very smart, hip, cutting-edge way she would speak about why she couldn't do this or that. I sensed an anger in her, almost warning me not to challenge her. I didn't like the way I felt coaching her, but I was a new coach. I thought perhaps I was doing something wrong. I finally reached down into my gut and put words to the feeling I would get when I coached her. (It almost felt like indigestion – a literal gut feeling). Our conversation went something like this.

Irene: “I figured out something. It took me a while, but I think I figured out why you are feeling so stuck.”

Jane Q Client: “Really, what is it?”

Irene: “Do you really want to know?”

Jane Q Client: “Yes, tell me.”

Irene: “I think that you are brilliant, and your sabotaging thoughts are therefore brilliant. The reasons you give for why you can't go after what

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you want sound very convincing. But they are really just dressed up fear. No-one will argue with you because you sound so good. You even had me going for a while there.

All of a sudden, it was as if the sun came out and the clouds parted. She was taken aback at first and then said, "You're right. That's what I'm doing!" She was happy and relieved that maybe she didn't have to believe these thoughts.

What frequently happens when someone gets unstuck is that all the energy that was blocked surges through them and they take a leap forward. It's a beautiful thing to watch!

She made a bold move at work and spoke to someone at a high level. As a result of this conversation, she succeeded in implementing a workplace change she had been wanting for a long time. The next time we spoke, she was so happy and proud of herself. She was enjoying her new sense of confidence. Finally, her intelligence and her talents were all working in the same direction.

You also may be so smart that no one can poke holes in the excuses you make to convince

yourself to quit something you really want. Your psyche will use any means to keep you back. If you are smart, the reasons will sound smart. Take it as a compliment, but don't believe the reasons.

CHAPTER TWO

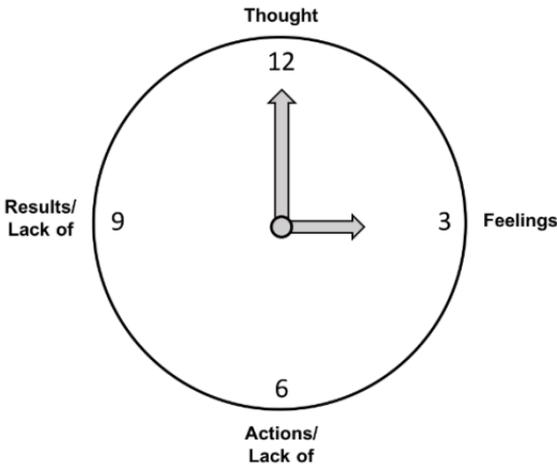
The Clock Chart - What It Is

In order to coach my clients through their sabotaging thoughts and behaviors, I have developed a chart that is arranged as an analog clock. For the last 17 plus years, this clock has been one of the most powerful tools that I have used to help clients have breakthroughs. Ironically, it has nothing to do with time. It represents cycles that either drain our energy or propel us forward.

Time and time again (no pun intended), we get caught up in a downward cycle without realizing it. Once I teach my clients to *recognize* this pattern and show them how to break the loop, they have “Aha!” moments and learn how to get the cycle going in a positive direction.

Until they take a look at what they are thinking, people often get stuck in these negative cycles. They spin around and around. It can really wear them down.

How to Use The Clock Chart



The Clock Chart offers a convenient and easy to use way to begin to recognize the thought patterns that start us into and keep us going in a negative cycle.

The basic sabotage cycle starts with a single, strong negative thought. Start at 12:00 (the top of the clock) by writing down a thought that leads you to doubt yourself. Often when people set a goal, a common thought has to do with not being capable.

12:00 – Thought: “I can’t do this.”

→ ***This thought leads to negative feelings, which we put at 3:00.***

3:00 – Feelings: Because of this disempowering thought, you may feel frustration, fear, embarrassment, and a lack of confidence.

→ ***The negative feelings lead to actions/ lack of actions, which we put at 6:00.***

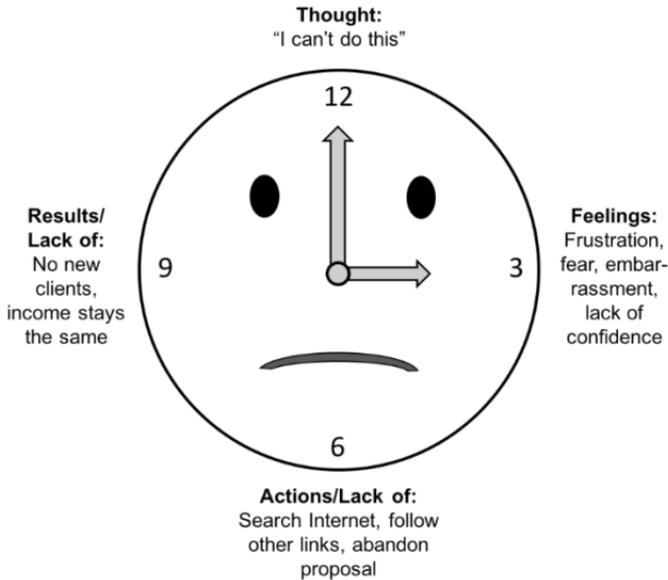
6:00 – Actions/Lack of: For example, if you are an entrepreneur trying to grow your business, you may avoid writing that next proposal or contacting people you've met. You may start searching the internet for want ads, get caught up in other links you see as you surf, and the next thing you know, three hours have passed, and you've done nothing to build your business.

→ ***These feelings lead to results or lack of results, which we chart at 9:00.***

9:00 – Results/Lack of: With no action, you get no new clients, and your income stays the same.

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Here is the chart with these thoughts mapped out:



The most important thing to note about this cycle is that between 9:00 and when you come around to 12:00 again, the thoughts become stronger and the feelings more intense.

Now let's look at a more detailed example.

At 12:00, we put a common negative sabotaging thought that is getting in the way of pursuing a goal in our lives. *John Q Client* is a business owner. He wants to grow his business significantly so he can go from a one-man operation to a solid

company with about ten employees. Having employees will not only help him do more for his clients and bring in more income, it will also make him feel good about supporting his community with satisfying jobs. He loves what he's doing, has very happy clients, and has done his research. He just doesn't know if he is talented enough to take it all to the next level.

12:00 – Thought: “I’m not good enough” is behind the idea that he may not have the talent or the skills he needs to grow his business.

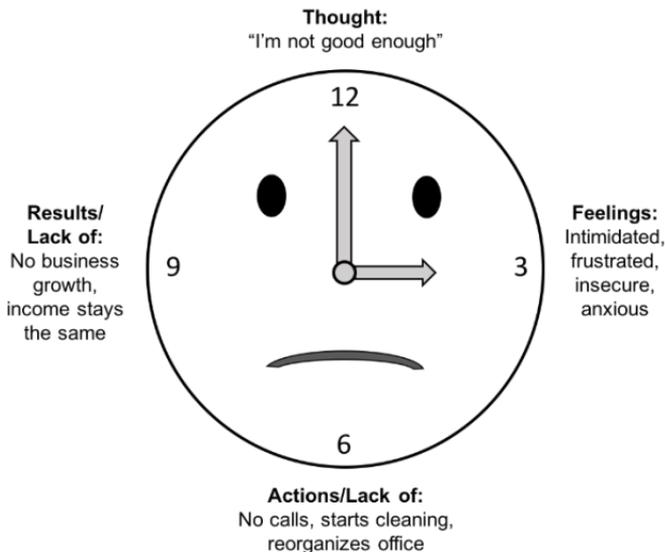
3:00 – Feelings: This thought triggers negative feelings. John feels intimidated, frustrated, insecure, and anxious.

6:00 – Actions/Lack of: John's negative feelings lead him to avoid actions that would help his business grow. Instead of making the calls he needs to make, he suddenly decides that he needs to clean his desk, which leads to reorganizing his office. Next thing you know, hours have passed. *Avoidance is the close cousin of feeling “less than.”* Normally, cleaning one's office is a good thing, but John is procrastinating.

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9:00 – Results/Lack of: What we do or don't do leads to our results or lack thereof. John's office cleaning spree makes his space look good, but his business isn't growing. He is not making any real progress towards income-generating activities.

Between 9:00 and 12:00: This is the saddest and most powerful part of the process. What happens between 9:00 and 12:00 is that the original thought gets stronger. It gets reinforced by the cycle. John sees the minimal results he is getting in his business and his original "I'm not good enough" thought becomes stronger.



So now John is back at 12:00 again. The same thought is there but it has grown in intensity. He then starts the cycle again. This cycle can happen many times a month, many times a week, many times a day, and even many times an hour! It can become a downward spiral leading to a general lethargy, and sometimes a low level of depression. This is not the same as clinical depression, which requires professional attention. Generally, it looks like a funk, a period of low confidence and lack of energy. The good news is that this is momentary and can be turned around if you catch it before it becomes debilitating.

As the person goes around and around the clock many times, another very sad thing happens. The thought builds, becomes stronger, and eventually it becomes a belief. At some point, John crosses an imaginary line where his thought becomes a truth in his mind.

We believe our beliefs, right? We think they are true – so true that they become facts in our minds. We act on our beliefs without questioning them. What we believe on the inside, we create on the outside in our lives.

John's business is not growing, simply **because** he believes that he is not capable. He doesn't

make key phone calls. He loses contact with important people. He doesn't get enough new clients. He even avoids going out to network with professionals who can refer new business. He doesn't carry out the plans he made when he committed to this path. He feels like a big failure: The whole venture feels like a futile and unreachable dream. He spins around avoiding business building activities and his business stays where it is.

John is spiraling downward. His confidence plummets. He's hiding and covering up how bad he is feeling. His mindset affects his relationships with his spouse, children, friends, and colleagues.

What is really sad about this is that John is just a healthy, normal person. He has no idea that other people go through this too. By stepping out of his comfort zone to grow his business to a higher level, he triggered a common inner dynamic: His psyche pulled him back to a safe place. The original negative thought was never even true. It just *felt* true.

In reality, his negative thought (at 12:00) is not a big setback or problem. It's a normal survival mechanism. It is the emotions (3:00), actions (6:00), negative results (9:00) and increased

negative judgment that exacerbate the problem. His original thought, a variation of “I’m not good enough,” is the most common sabotaging thought I have heard throughout the many years I’ve been doing this work. The cycle gains momentum and the thought gets stronger and stronger each time, until it becomes a belief. Once his thought becomes a belief, it gains more power over him. Now John subconsciously will act out that belief and rob himself of the confidence and joy he could be experiencing.

John was never taught these dynamics in school. It’s the lack of awareness of his inner dynamics that cause him to cycle around and around. This leads him to accept the original thought as “truth.” In fact, John is perfectly qualified to grow his business. He has skills, talents and is not afraid of hard work. He’s certainly not lazy – although it can feel that way when he is procrastinating. Cycling around and avoiding the work actually takes a lot of energy, probably more than the work itself! Avoidance is draining. Accomplishing a goal is often energizing.

Let’s use another example. Jeannie knows of a job opportunity opening up at work. She’d love the promotion and the added income, but she feels intimidated.

Jeannie's clock chart starts at 12:00 with her thoughts: "I'll never get that job. I'm not as good as Debra. I'll be stuck in this job forever. I can't be a manager. I'm not a leader." Let's chart one of these thoughts – the strongest one: "I'm not a leader."

12:00 – Thought: "I'm not a leader." What a painful thought. This is, in fact, one of the many versions of "I'm not good enough."

3:00 – Feelings: The thought leads to emotions and Jeannie has plenty. She feels frustrated, intimidated, anxious, angry, low confidence, and sad. She feels a painful sense of inadequacy.

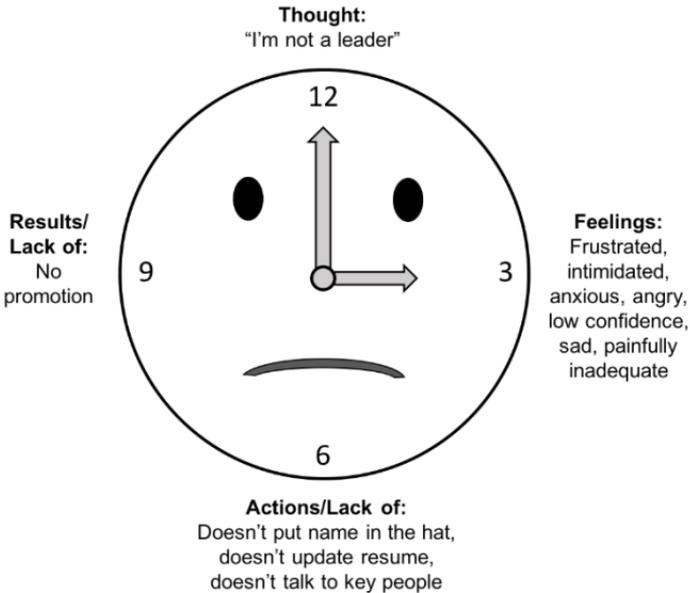
6:00 – Actions/Lack of: Jeannie's feelings are naturally demotivating. They lead to a lack of action on her part. She doesn't put her name into the hat. She doesn't update her resume, talk to key people, or do anything else that may help.

9:00 – Results/Lack of: Of course, Jeannie doesn't get the promotion.

Between 9:00 and 12:00: Here is the saddest part. Jeannie's original thought of not being good enough gets stronger. It intensifies each

The Clock Chart – What It Is

time she mentally goes around the clock. She cycles around many times over the next few months and at some sad point, her thought becomes a belief that she will act on for the rest of her life.



Jeannie has no idea that she was perfectly qualified for the job. Her superiors would have loved to support her. But how would she know this? She avoids other opportunities in the future. Her talents are being wasted. Her confidence is low and this affects almost every area of her life. Had she realized that her original thought was a lie, she could have avoided all of this.

There are countless examples of this dynamic everywhere you look. We don't see them because people are very good at hiding their thoughts and feelings. Most people think that they are the only ones going through this.

Smart People Can be Especially Hard on Themselves

This may sound funny coming from someone who believes that we all have our areas of genius. What I have noticed is that my brilliant clients, some of them actual geniuses, sabotage themselves in an especially powerful way. They believe that this downward-trending thought process may be true for other people but that their thoughts are in fact, the truth, and they are just being realistic. It often takes a coach to spot sabotage that is dressed up as savvy analysis.

This next example shows how we can be determined to stick with a thought that becomes an entrenched belief, even in our personal lives, and especially if we are smart. Jordan is an active high school student who is on the school soccer team. He wants to run for class president because he sees problems in the school that are not being addressed. The thought of giving a speech terrifies him, especially when he sees the other

candidate being so confident and powerful. His persistent thought is that he's going to make a fool of himself.

12:00 – Thought: “I can't speak in public.”
This is a common fear.

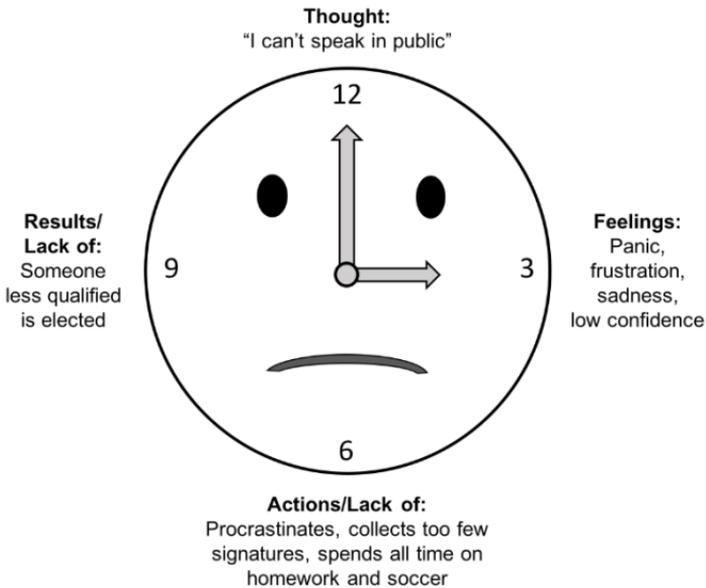
3:00 – Feelings: This thought leads to feelings of panic, frustration, sadness and low confidence.

6:00 – Actions/Lack of: These feelings trigger the 6:00 lack of actions. He procrastinates handing in his application. He collects only a few of the required signatures and uses homework and soccer as a justification for not following through. His parents don't challenge him because his reasoning sounds, well... reasonable!

9:00 – Results/Lack of: Another person gets elected and does not do as good a job as Jordan would have done.

Between 9:00 and 12:00: Jordan's thought gets stronger and eventually turns into a belief. He avoids other leadership opportunities in the future because he is afraid that he won't be able to run meetings or give presentations.

Don't Believe a Word You say



The truth is that had Jordan not assumed that his negative thought was true, he probably would have been elected; would have improved his school; and would have triggered an upward spiral of confidence, leadership and accomplishment. Sure, he would be terrified giving his first speech, but he would survive and get better with each opportunity.

The problem is that when smart people justify the initial negative thought, no one challenges them. This is not Jordan's fault. We are not taught this in school. It is so easy it to fall into this trap. When feelings are strong, they **feel** true to us. When we

have strong feelings, we assume that there is a good reason for them. But strong feelings do not equal facts. Let me say that again:

**Strong Feelings Do Not Equal Facts – They
Just *FEEL* True!!**

And...

**If something Feels True, That Doesn't Mean It
IS True!**

We think the thought is true, and maybe we are only 25% sure at first, but each time we circle around the clock, the thought grows, and eventually it feels 100% true. At this point, we take ourselves out of the big game in our lives. After all, who knows us better than we do? It's an exercise in self-delusion.

**Sometimes We Should Not Believe a Word We
Say!**

If we were to read each other's minds, we would see people all around us going through this and it would be a lot easier to challenge those sabotaging thoughts.

By reading this book, you are already ahead of the game. You may start to notice that when you are

attacked by a thought, you will actually begin to notice that it *is* an “attack,” and you will start to question it, wondering if it is or maybe isn't true. You will notice these thoughts more and more when you are doing something new/brave/challenging – outside of your box. Sometimes you will get caught up in a cycle and then catch yourself later, realizing you are doing it again.

No one escapes being human. Not even the coaches and gurus out there. So be kind and patient with yourself. Don't beat yourself up for going through this. This is not easy stuff. But it will be easier going forward. You will still be human, and you will still get stuck. Hopefully, you will be a bit nicer to yourself when this happens and gently turn the cycle around.

A note about instinct and danger: A different set of rules apply to dangerous situations. Safety rules and gut feelings are there to protect us. We have to listen to them. When we have a gut feeling that we may be in physical danger, we need to listen to it and do what it takes to be safe.

CHAPTER 3

Turn the Process Around

Knowing what sabotage is and what it looks like is a great first step to stopping it. Self-awareness is a necessary tool for making lasting changes. Bringing subconscious processes into your awareness can be very liberating. It may feel as if the clouds part and you suddenly have clarity. With that clarity, you can make a choice: To continue to act in the same manner as always, or to approach everything in a fresh, new way.

Your first reaction may be: “I want to change all this, and I’m going to!” Great! Just be warned that your psyche doesn’t like change and may serve up some sabotaging thoughts about this process too... Yes, you read that correctly: You may experience sabotaging thoughts about changing your sabotaging thoughts. Ugh! This “double-sabotage” may sound something like this: “What does she know? This stuff can’t really work! It sounds good, but we live in the real world and that isn’t how the real world goes.” Or, “I can do this in

Don't Believe a Word You say

my head – I don't have to write it down." Or, "It's too airy fairy for me!" Etcetera, etcetera.

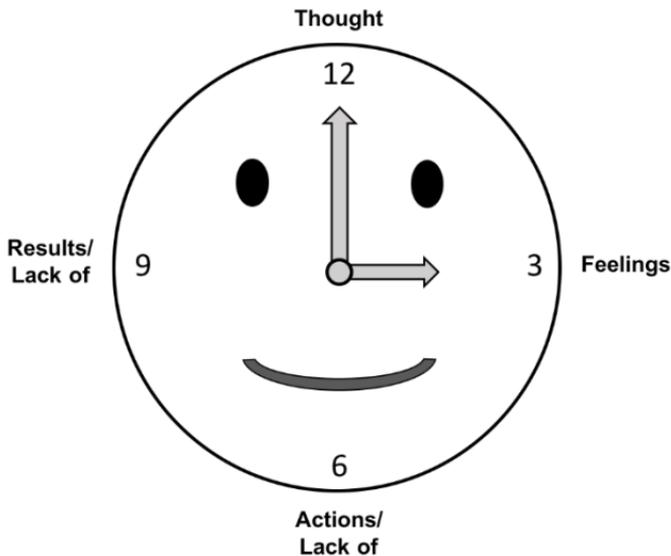
Put aside these thoughts for now and learn how to turn this process around. Trust the process and try not to over-think it. Once you do this process, you will likely be able to picture yourself making some powerful changes in your life. That mental picture may quell some of your doubts, or at least suspend them so that you can try the new process out.

Once you learn how to turn the cycle around and create a new powerful belief, you will taste the pure joy of breaking the cycle. You will have a new experience to counteract the part of you that doesn't want to change. For the rest of your life, you get to make a choice.

How to Break the Cycle and Turn This Clock On Its Head!

To change the chain of negativity, you must shift each part of the sequence. Start by drawing a happy face on a new blank clock and go through the sequence again.

Turn The Process Around



Let's start at 12:00.

12:00 – Thoughts: Put a new empowering thought here. You don't have to believe it. Just write it down. Here are some tips for choosing a new positive thought:

- *Make it somewhat plausible:* Perhaps you believe it just a little. This little bit of belief will help.
- *Make it evidence-based:* Perhaps a friend said something good to you that you dismissed but wished you could believe. Perhaps you did something once that gives evidence to your new positive thought.

When I work with clients, I see their strengths, so I can make a strong case for an empowering thought. Perhaps you have someone like that in your life who can remind you of something you do or did that supports your new thought.

- *Make it about you, not the situation:* Saying, “They will never choose me” puts the emphasis and the action outside of you. Saying, “I have leadership potential” or “I am a wise leader” is believable and achievable because it is about who you are and what you do.
- *Make it a single thought:* You may have several but focus on one that encompasses or leads to the others. “I am capable” is underneath most of the thoughts my clients want to have. “I am worthy, smart, strong, talented, etc.” are also single yet broad-based thoughts.
- *Make it in the present tense:* Statements that claim something about how you are in the present are more powerful than past or future statements.

3:00 – Feelings: Now try on that thought the way you would try on a new shirt. Again, you don't

have to believe it to try it on. Use your imagination. What feelings would you be experiencing if you knew with your whole being that this thought was true? How would you be feeling? Write it down. You will likely have several feelings such as happy, excited, confident, lighthearted, energized, peaceful, etc. When my clients do this, I see a sense of lightness come over them and their expressions change. It's wonderful to witness this.

6:00 – Actions/ Lack of: Now take time to imagine that you believe this new thought down to your toes and you have these wonderful feelings. What actions would you take towards your goal? Here's where I want you to be very specific. List a few concrete steps you would take. Some examples of this are:

- Write an outline for your book;
- Call a prospect;
- Meet a possible referral partner for coffee;
- Spend one hour doing research for a new venture;
- Research a course or join a group where you can practice public speaking;

Don't Believe a Word You say

- Hire a resource person (coach, consultant, mentor);
- Get an accountability partner;
- Shadow someone who is doing what you want to do.

Here are some tips for writing down specific steps:

- *Focus on just one goal.* Don't write actions that point to various goals. That is a subtle way of sabotaging. Instead, your focus is on one goal, which will have several steps to get you there. The goal should be one that you can accomplish if you change your belief.
- *Break it down into about three to five steps that lead to this single goal.* Once those are done, add another three. Don't overdo it. Too much of a "to do" list is demotivating and leads to overwhelm.
- *Make the actions specific.* What do you need to do first, and what will come next once that is completed?
- *Think about items you can see yourself finishing:* For example, "write a book" is overwhelming, while "write an outline for a

book” is doable. “Start a blog” is overwhelming, while “list topics for a blog” is doable.

9:00 – Results/ Lack of: Now, here’s the fun part. Imagine that you believe this wonderful thought, feel these great feelings, and are doing these powerful actions. Really imagine it. What results are you likely to get? Think about it and write them down. People often get some real momentum going when they try the whole sequence out: A book in progress, some new clients, increased income, etc. Yay!

Between 9:00 and 12:00: Here’s the very best part. Now imagine if you took these powerful actions and got these good results. How would this affect the positive thought that you were trying on? Would it get stronger, weaker, or stay the same? Most likely, it would get stronger. Suppose you only believed it about 10% at first. Now it may be 25%. As you go around the cycle this next time, it will become even stronger. Repeat the process until your thought becomes a belief. This may take a month, three months, or more, depending on the goal or belief.

For an example of clock that is being turned around, let’s go back John Q. Client, who is a

business owner who wants to grow his profit and the size of his organization. Because entrepreneurs are always pushing out of their comfort zones, this inner dynamic gets triggered frequently. They deserve a lot of credit for taking big bold action. When we work together, I give a great deal of support, along with practical strategies. I notice if they are in a self-sabotage cycle. Knowing their strengths and talents so well makes it easy to change the negative thought into a positive true thought. When John changes his thought of “I can’t do this” to “I am talented and capable,” watch what happens.

12:00 – Thought: “I am talented and capable.”

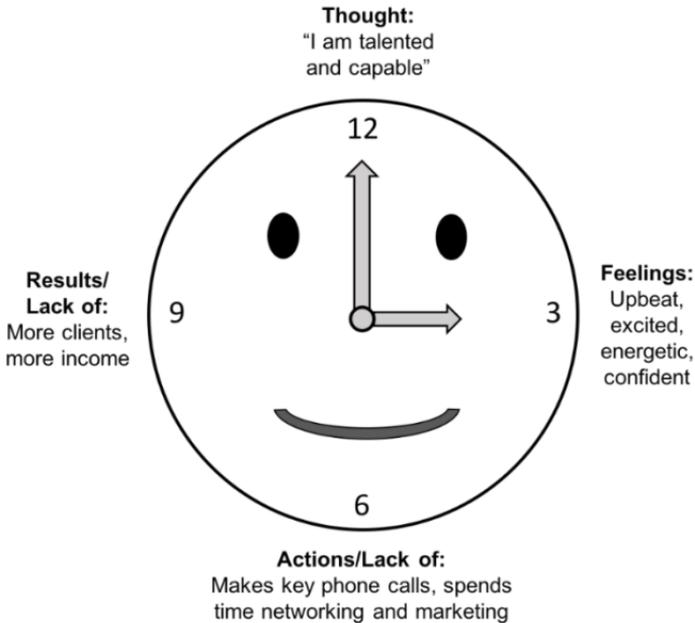
3:00 – Feelings: Upbeat, excited, happy, and confident

6:00 – Actions/Lack of: John makes key phone calls. He spends time networking and marketing. He sets up meetings with prospective clients.

9:00 – Results/Lack of: John gets more clients and income. If he keeps this up, he will have the means to hire more employees and scale his organization.

Turn The Process Around

Between 9:00 and 12:00: John's thought gets stronger and stronger as he takes positive action and builds his business.



Tips:

1. *Chart your positive thought in writing, not in your head.* Feel each part of the process. There is some powerful learning going on, if you allow yourself to really feel it. This is not a mind exercise. It's a gut process. You are learning how to "Not believe a word you say" when it comes to self-sabotage, so take it seriously. Then

chart your positive cycle. Great! Now you are ready to live it out.

2. *Go out in the world and pretend you believe your thought and try on those positive feelings.* Take those powerful 6:00 actions one at a time. Push through any lingering discomfort and just do it. Don't be afraid to fail. Failure is often part of success. It's the way babies learn to walk. And taking baby steps is a great metaphor for 6:00 actions. Your cycle can be for a week at a time. You can make it shorter if you like.
3. *When you finish the cycle, start it again.* Notice how strong your thought feels. Was it 50% and now it's 60%? Just notice. You may or may not see the results immediately. I often recommend that people do this for about a month but adjust it for your goal. Some take longer.
4. *Be realistic. Hang in there.* Your confidence will increase as you take consistent positive 6:00 actions. Be proud of yourself when you do. Even if you don't get the results you want, you had the courage to take steps and learn from it. It's something to celebrate because you are stretching,

growing, and moving forward. Note that there are two types of goals: *process goals and outcome goals*. A process goal is a step you take towards reaching your big goal or outcome goal. Your outcome goal may take some time to reach. Celebrate each step of the process.

5. *Work on one personal or professional goal at a time*. If you really feel the need to do two goals at once, don't do two in the same category. Do one personal goal and one professional goal.

Some people prefer to break the cycle at 6:00, ignoring their negative feelings. They “white knuckle” their way by forcing themselves to take the actions they need to take, in order to get results in spite of their thoughts or emotions. Once they get good results, their thought starts to change. This is more difficult than starting at 12:00 by changing your thoughts, but it can work, especially for a small step. Some hacks that can help:

- Set a timer for five to ten minutes and do the action you've been avoiding: Chances are you will actually want to keep going when the timer rings.

Don't Believe a Word You say

- Do the difficult task right before you leave the house. It will give you the psychological relief of knowing that there is a “hard stop”.
- Reward yourself with something pleasant once the task is completed.

For the purposes of learning the processes in this book, I would stay away from complex goals like weight loss, which require changes in habits in addition to changes in limiting beliefs. The dynamics are a little different and more involved, start out with a goal that requires you to change a limiting belief. The goal of fitting into your skinny jeans can come later and may even be a lot easier once you learn to lighten up on yourself.

CHAPTER 4

Case Studies

Now let's look at a few examples of people I have used this chart with in order to help them break through some negative beliefs that were blocking their way. The case studies I have chosen represent a range of ages and situations.

Georgia

Georgia is an entrepreneur who started her own business after leaving her job to be home with her kids. She wanted to have a flexible schedule so that she could take care of her children. She also wanted to set a good example of what a mother could accomplish. Unfortunately, her thoughts are getting in the way and bringing her down.

It's such a shame, because she is brilliant, talented, and a joy to be around. People gravitate to her warm and vivacious personality. If only she could be as good to herself as she is to others, she would enjoy a much better quality of life. She suffers from comparing herself to others and finding herself lacking. Part of her knows that she

is smart and capable, but it is more of a “head” knowledge and less of a “heart” knowledge.

We charted her process, choosing one pervasive negative thought from her top three:

12:00 – Thought: “I’m not good enough.”

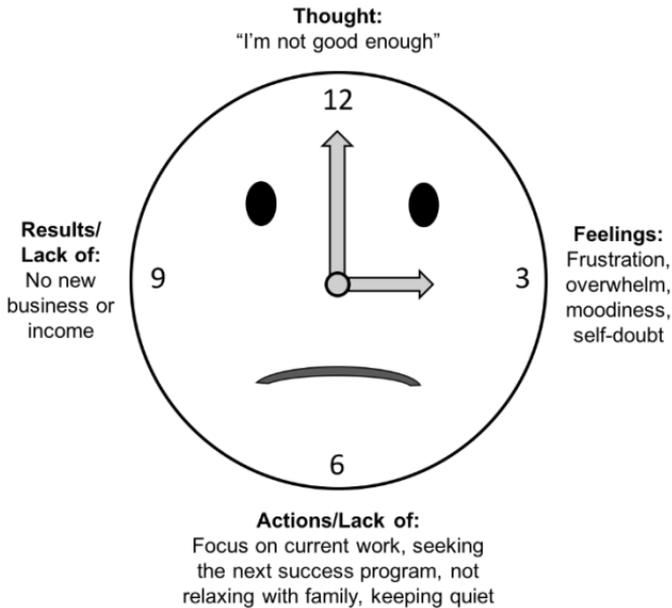
3:00 – Feelings: This leads to real physical feelings of clenching and compression on her chest, shoulders, and heart, in addition to frustration, overwhelm, moodiness, and self-doubt.

6:00 – Actions/Lack of: With these feelings, Georgia spins around; putting in way too many hours at work; listening to one more video or podcast, hoping to “crack the code” that will lead to the level of success she desires. She does not let herself relax and enjoy downtime in the evenings with her family. She does not tell enough people about her work, because it doesn’t seem important or relevant.

9:00 – Results/Lack of: While she is caught up in taking care of all the details of her office work, she does not bring in enough new business or income.

Case Studies

Between 9:00 and 12:00: Her self-doubt only strengthens because she is getting minimal results. This is all because of a normal, natural, inner dynamic that produces feelings that are very strong. Georgia is *more* than good enough!



Georgia Should Not Believe a Word She Says!

When we reverse her clock to a happy one, it looks like this:

12:00 – Thought: “I am extremely capable.” With me on her team, this is an easy thought for Georgia to change, because I’ve seen her work and she’s good!

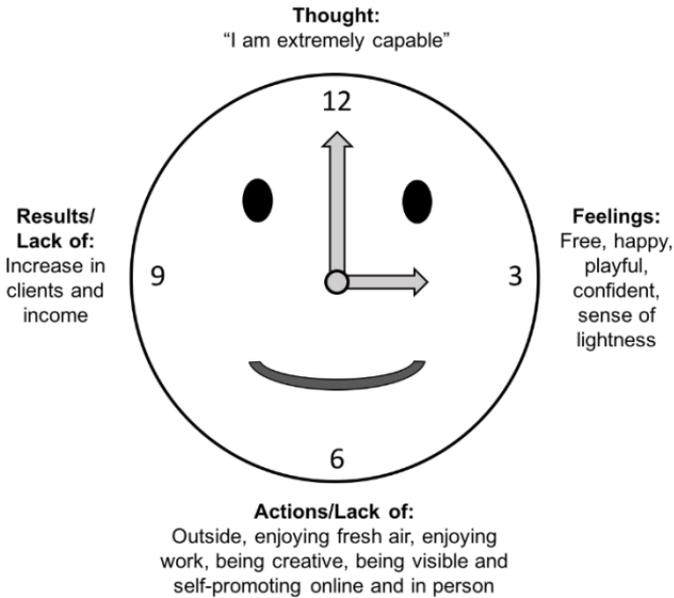
3:00 – Feelings: This new thought leads to feeling free, happy, playful, having a sense of lightness and confidence.

6:00 – Actions/Lack of: She finds herself going outside and enjoying the fresh air, enjoying work, being more creative, and doing more of her favorite work-related tasks. More importantly, she begins to put herself out there online and in person and communicates the value of her services.

9:00 – Results/Lack of: This leads naturally to more clients.

Between 9:00 and 12:00: With more clients, the thought “I am extremely capable” feels a lot more like a truth Georgia can believe. The upward spiral begins.

Case Studies



In the few months since our first meeting, Georgia has made some wonderful strides in her business. She has clarified some very important ideas, including her worth to potential clients. Her business has a more visible presence online, and she has joined communities where she can showcase her value. As a result, she recently landed her first big client.

Most importantly, Georgia's positive thought "I am extremely capable" feels 90% true to her now. On a scale from one to ten, her confidence has gone from a "six" to a "nine." Ninety percent is more

than enough to bring even bigger results as time goes on!

Amber

Amber is a 13-year-old accomplished athlete who has been struggling with some strong negative beliefs. I cannot tell you how exciting it is to help someone learn these concepts so early in her life. Don't you wish you understood your negative self-talk at this age and learned not to take it personally? I do – I would have been a lot more confident and bold in my young life and young adulthood.

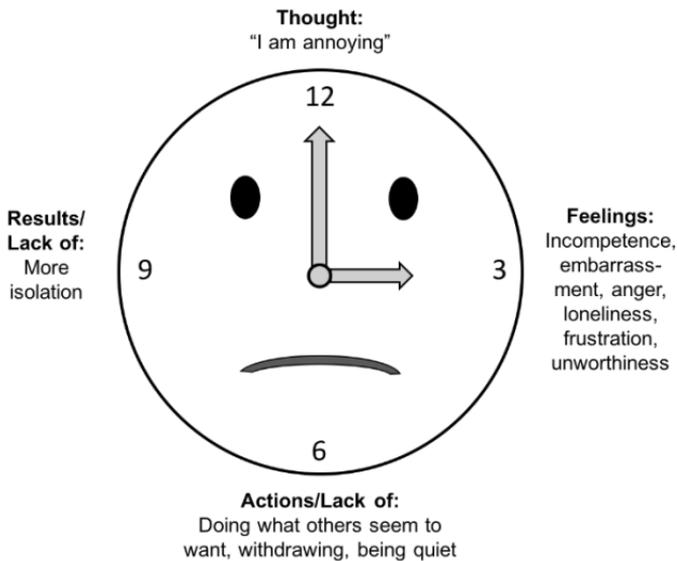
Amber is smart, sweet, insightful, and personable, to say the least. I asked her to tell me about a couple of negative thoughts that torture her on a regular basis. Her mom had set up this session to help her with a fear about her sport (more on that in a minute), but the first thing she mentions is a social fear. Of course, this makes perfect sense to me. This is a tough age! I am happy to be able to go through this with her. I used to be a counselor working with teens and young adults, and I loved helping girls like Amber.

Amber starts out with: "Some people don't want to talk to me." She goes on to explain that when she

Case Studies

is talking to people who are not her close friends, she sometimes says something awkward and worries that she is coming off the wrong way. She is afraid of offending someone. I dig a little deeper to find the underlying thought that is bothering her, and we discover that it is “I am annoying.” This is where we start on the clock chart:

12:00 – Thought: “I am annoying.”



3:00 – Feelings: This leads to feelings of incompetence, embarrassment, anger (at herself), loneliness, frustration, and unworthiness.

6:00 – Actions/Lack of: As a result, Amber finds herself doing what she thinks others want. She also finds herself not talking to people, withdrawing, and being quiet.

9:00 – Results/Lack of: The results are more loneliness and isolation.

Between 9:00 and 12:00: The thought of “I am annoying” feels even truer as it gets stronger.

What a painful cycle to go around! How many teens are experiencing this right now?

Amber Should Not Believe a Word She Says!

To turn this downward spiral into an upward one, we work on a positive thought. I always try to find evidence for the positive thought, because it makes it easier to believe. Amber is able to point out that some people, her friends, have said things to her such as, “I like talking to you,” and “I miss you” when she hasn't been with them in a while. She also tells me that when people need help with school subjects, they ask her. Aside from being smart and kind, what else? We talk about how she comes across to others. She is approachable and is easy to talk to. That does not

sound annoying! I explain what it means to be personable and she decides to use this phrase.

12:00 – Thought: We start a new happy clock with “I am personable.” I explain that she doesn’t have to believe this yet. Instead of 100% true, it’s okay if she only believes it a little bit, even 10%.

3:00 – Feelings: I ask her to pretend that she believes that she is personable: To try that thought on like a new sweater. When she does this, Amber finds that her new feelings are confident, happy, energized and light. I can hear a lightness in her voice already.

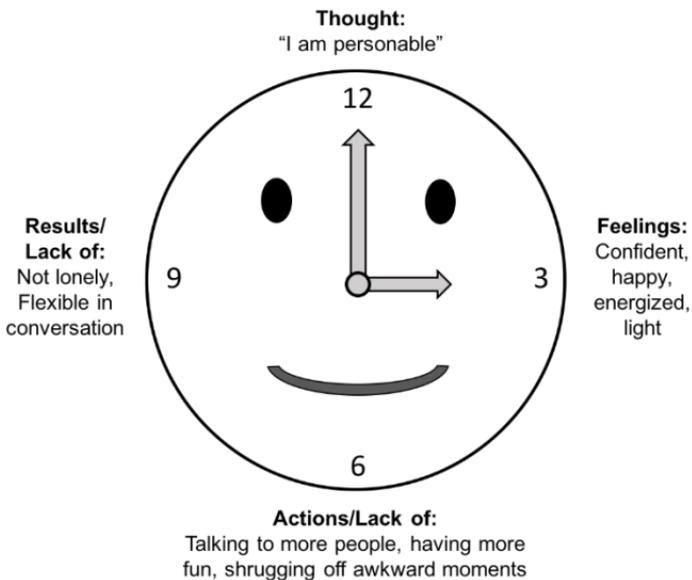
6:00 – Actions/Lack of: Amber projects that if she believes her thought and feels confident, happy, energized, and light, she will talk to more people and have more fun. If she says something awkward, she can shrug it off and be light about it. She will no longer internalize it by making it mean something bad about herself.

9:00 – Results/Lack of: Amber now understands that her results will be great. She will not feel lonely. She will be able to

Don't Believe a Word You say

be more flexible in what she says and how she says it.

Between 9:00 and 12:00: The best part comes between 9:00 and 12:00, where Amber anticipates that if she goes through this cycle several times, each time she will feel more truth to the statement "I am personable."



I give Amber the homework assignment to work on this for a month. During this month, I instruct her to keep trying on her new belief and noticing how true it feels, letting herself experience the good feelings and taking more action socially. She

also agrees to try talking to more people outside of her close group of friends.

We then move on to talk about a fear of getting hurt that is blocking her in her sport. She had had an injury about a month before, and she is afraid of it happening again. While I would not try to talk someone out of a real physical fear, Amber has combined that fear with a belief that she is not good enough to be on the national team that she is on.

First, we talk about how even the best athletes can experience fear if their sport is risky. As we explore this idea, she begins to enthusiastically explain how much she loves her sport and how she wants to continue despite the risk. Her mom had sent me a video and, trust me, she is amazing! But lately, that fear has been paralyzing her – almost literally. She freezes in the middle of a sequence. Her coach is yelling at her. She feels so bad that she started to stay home sometimes to avoid practice. She feels unworthy of her status on the team, and consequently is withdrawing socially from her teammates.

Here is Amber's negative clock chart related to her athletic performance:

12:00 – Thought: “I’m not good enough to be on the team.”

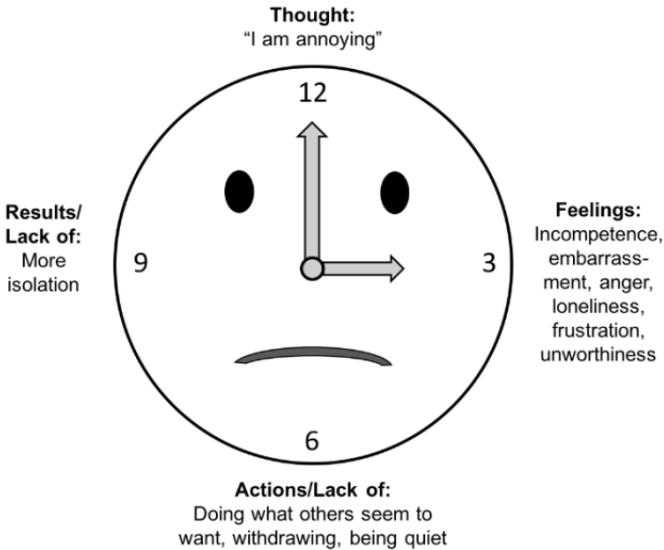
3:00 – Feelings: This leads to feeling afraid, lonely, embarrassed, and not confident.

6:00 – Actions/Lack of: With these feelings, she freezes up, stays home to avoid practice, and withdraws socially from the team during training. During breaks, the girls talk and relax together, but she does not participate.

9:00 – Results/Lack of: As a result, she performs poorly at training sessions, and does not do her best at competitions.

Between 9:00 and 12:00: Amber’s thought gets stronger.

Case Studies



Amber is spinning around in this negative cycle.

When we separate out those two things: "I'm scared of getting hurt" and "I'm not good enough," it becomes much easier to deal with. I ask Amber if she were someone else watching her video, what would she think about the girl in the video? Is that girl good enough to be on a national team? She easily says, "Yes." When I ask her, "What percent of 100% do you believe that?" she says that she believes that statement to be about 95% true. Great! This is easier than trying to confront the belief about her own talent, because she can pretend that the girl in the video is someone else. By the end of our discussion, she is at a 70%

belief that she, herself, is good enough. This is progress, and it is a great starting point!

Here is Amber's positive chart:

12:00 – Thought: “I am good enough (to be on a national team).”

3:00 – Feelings: Being good enough leads to feeling much more relaxed.

6:00 – Actions/Lack of: Amber would work harder. She would not stay home anymore to avoid practice. She would speak more with her friends.

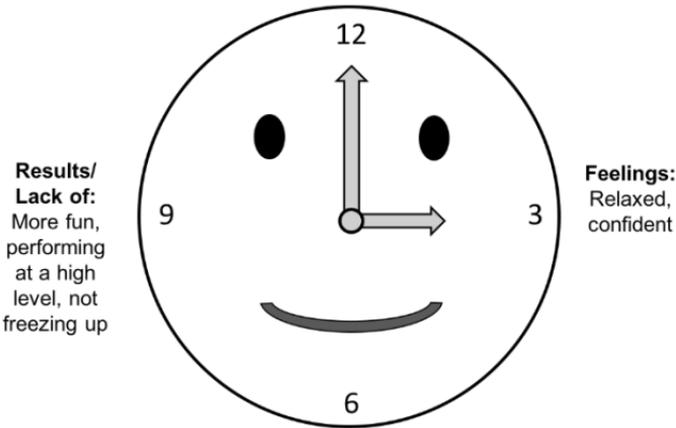
9:00 – Results/Lack of: She would have a lot more fun. She would perform at a higher level. She would do all of the skills that she was freezing up on.

Between 9:00 and 12:00: The thought “I am good enough to be on this team” is a lot stronger.

Case Studies

Thought:

"I am good enough to be on a national team"



Actions/Lack of:

Working harder, not staying home, taking on more difficult skills, speaking with friends

I had a follow-up conversation with Amber a few months later. In the social area, Amber's new positive thought, "I am personable," helped her a great deal. She said that since people like talking to others who are confident, she started to act more confident in the hopes of actually becoming more confident. She reminded herself of her reasons for starting conversations before approaching people ("I'm friendly, I have interesting information for the other person, or something helpful/ funny to tell them"). This helped her to feel more confident.

Her results? "Most of the time, people listen and are nice!" A couple of people are not so nice, but

instead of interpreting it as “I am annoying,” Amber actually understands this to mean that “THEY are annoying.” She finds herself speaking more and more to people she has never spoken to before. Things get better and better in little bits. As Amber notices more positive responses than negative ones, she experiences a tremendous boost of confidence. After two to three months, her belief in the thought “I am personable” went to about 90%, and it continues to grow stronger. Amber now says, “I’m definitely more comfortable. I have a lot more fun. And I have more friends.”

What an amazing transformation for a 13-year-old! It is to her credit that she worked really hard for this and didn’t give up when she got negative feedback. That is truly something to be proud of. Amber touched my heart, reminding me of why I love working with young people.

In her athletics, she got great results as well. After our work together, Amber found the courage to open up to her coach, who told her that the only thing that was separating her from the team was herself. When she took this in and spoke to her teammates, they were really nice. Amber realized that they were never leaving her out. She was just pulling away. She stopped isolating herself and

asked for advice in dealing with her fear of getting hurt. Her friends said that they feel it too, but the love of the sport makes it worth it. She accepted the risk and moved on.

Amber started working harder and is now performing at a higher level. She does not freeze up anymore. She believes her positive thought “I am good enough to be on the national team” 90%. She is much more confident and happy.

Patrick

Pat is a successful professional in his fifties. He wants to write a book because he thinks it would be fun to do and would also be important for his career. He has lots of ideas, but just hasn't been able to get started. When we talk about this, he has a few big doubts that are getting in the way.

I encourage him to go for the deepest and most negative thought, because often the smaller doubts are layered on top of the deeper ones. I share with him that we all have some all-encompassing basic doubts at a core level. At a very early age, virtually *everyone* internalizes thoughts like, “I am unlovable, I'm not worthy,” etc. I point this out to Pat so that he can feel okay in expressing his biggest doubts. After all, there's nothing wrong with him –

he's a normal, talented, smart guy. When people believe their thoughts, they are often hesitant to share them. Pat opens up.

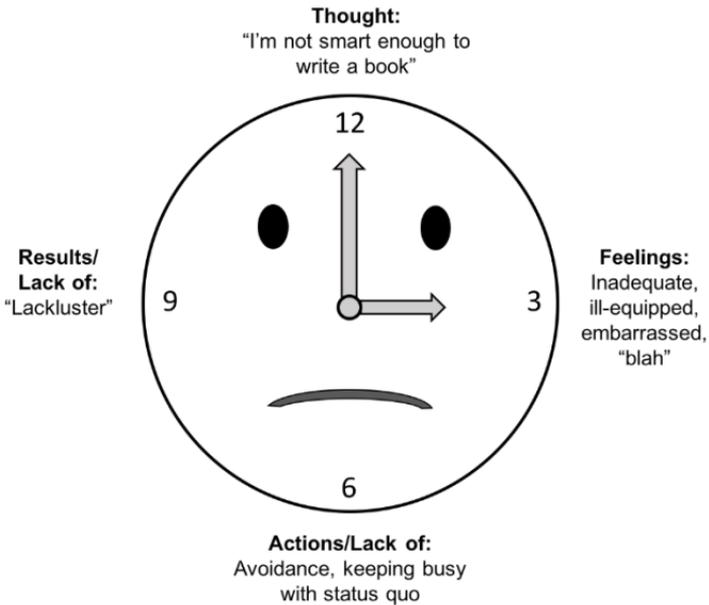
12:00 – Thought: He chooses to use “I’m not good enough,” meaning “I’m not smart enough to write a book.” This is a deeper doubt than his “I don't have much to say” doubt. In fact, “I’m not good enough” is one of the most common, maybe even universal self-sabotaging thoughts. I hear it all the time. It's reassuring to know that it's part of being human.

3:00 – Feelings: Pat's emotions are feelings of being inadequate, ill-equipped, embarrassed, and just plain old “blah.” You would never know it by talking to him. All of this hides under his warm personality.

6:00 – Actions/Lack of: These feelings lead to actions of avoidance and not doing anything towards his goal. He keeps himself busy with work, family, church, and volunteer work but avoids the pull to do something more.

9:00 – Results/Lack of: His results – using his words – are “lackluster.”

Case Studies



Between 9:00 and 12:00: The saddest part is that with lackluster results, his 12:00 thought gets stronger.

Pat Should Not Believe a Word He Says!

We turn this around by starting a new chart or "happy clock."

12:00 – Thought: He chooses "I am smart and capable." Much better!

3:00 – Feelings: When Pat tries on this new thought, his feelings are confident, smart, insightful, and upbeat!

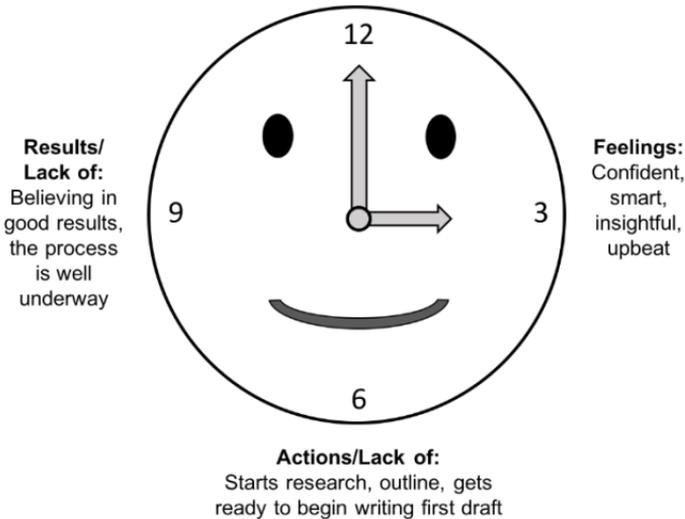
6:00 – Actions/Lack of: In imagining and trying out new actions, we need to be very specific. It's really important to write down what you will do if you believe your positive thought. I have my clients list detailed actions here. Pat says that if he believes that he is smart and capable and feels all those good feelings, he would start research for his book, outline it, and when he is ready, write the first draft.

9:00 – Results/Lack of: Pat now begins to believe he will get good results. He will be on the road to writing his book.

Between 9:00 and 12:00: Naturally, the positive thought gets stronger each time Pat circles around in this new positive cycle, allowing himself to feel the good feelings, and taking action, step by step.

Case Studies

Thought:
"I am smart and capable"



At our last business meeting, I had to smile when Pat announced that he is writing his book and even has a publisher! How exciting is that? I could see his positive energy coming out in his voice and expression.

Danie

Danie has a slightly different clock chart. She is struggling with a job situation that is playing on her confidence. She always performs very well, but the company culture just isn't working for her. She has three thoughts at 12:00 to choose from: "I'm not capable," "I hate my job," and "I hate my life."

12:00 – Thought: We go with “I’m not capable” because it is the most central to her sense of self.

3:00 – Feelings: This sad thought leads to feeling “less than,” afraid, anxious, depressed, low energy, introverted, distrustful, and jealous.

6:00 – Actions/Lack of: Her actions/lack of are those of “shutting myself off from friends,” wallowing in self-pity, eating, and sleeping. She avoids work parties and is often late for work.

9:00 – Results/Lack of: Even without giving “100%,” her results are good enough to please her boss, but it bothers her. She feels like work is stagnant and she is stagnant. This is in complete contrast to her normal, vivacious personality.

Between 9:00 and 12:00: Naturally, the thought of “I’m not capable” gets stronger.

Case Studies

Thought:
"I'm not capable"



Obviously, this job is not a good fit for Danie, but that doesn't mean that she is not capable. She certainly doesn't deserve to spiral down into a low-level depression. Danie is an energetic, loving, and amazing woman.

Danie Should Not Believe a Word She Says!

Now for her happy clock chart:

12:00 – Thought: Danie changes her thought to "I am awesome" and tries that on for size. She is a little embarrassed, but

I know her, and I assure her that this is the truth and she should claim it.

3:00 – Feelings: In trying on her new thought, her feelings are wonderful: Courageous, capable, happy, secure, playful, confident, beautiful, smart, and energetic.

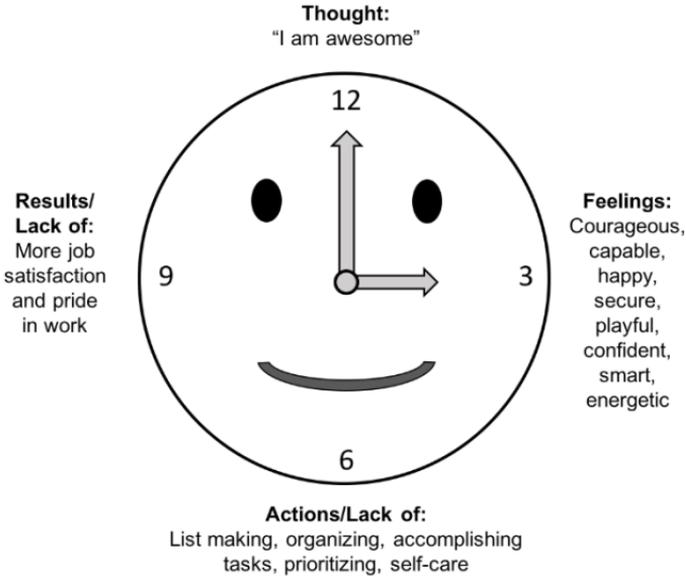
6:00 – Actions/Lack of: Once she consistently experiences those feelings, her actions will include list making, organizing, accomplishing tasks, prioritizing, and self-care.

9:00 – Results/Lack of: Her results will be that she will have more job satisfaction. She can be proud of the way she does her job.

Between 9:00 and 12:00: Her thought gets much stronger. Will she still look for another job? Probably! But in the meantime, she needs to feel the truth of her being awesome and let that thought get stronger and stronger until it is a belief that carries her through her days with joy and confidence. In fact, that will help her get the next job. Will she have her bad

Case Studies

moments? Of course! She's human. But most of the time, things will be better.



When I followed up with Danie months later, she told me that she left her job! She is doing meaningful work at a place close to where she lives. Hurray!

Cassie

Perhaps one of my most powerful and poignant case studies is with a very successful woman in Finance. We will call her Cassie. She is killing it in her field! She has many high-end clients. Her work is heart-centered and client-centered.

Cassie is very valued at her firm. She is a regional and national speaker in her field and has held a leadership position in her professional organization at a State level. She is the person that everyone looks up to. But because Cassie is always pushing out of her comfort zone, her psyche often torments her with this cruel and yet very common thought: "I am an imposter. I'm not really smart enough for all I have accomplished. I just work hard. What if people find out?"

The impact of this "imposter syndrome" is greater because of how hard she pushes herself for her work, and how little down time she allows herself. She says "yes" to everyone in her field, being the first to raise her hand for extra work, but says "no" to herself when it comes to relaxing and letting go. She feels busy, stressed, anxious and depleted. We talk about this dynamic and what it is costing her.

The first thing I present to Cassie is the "Imposter Syndrome," and I explain how common it is. In fact, I've had it too. It's a "dirty little secret" that almost everyone has at times and no one talks about. Here's how it plays out in the chart.

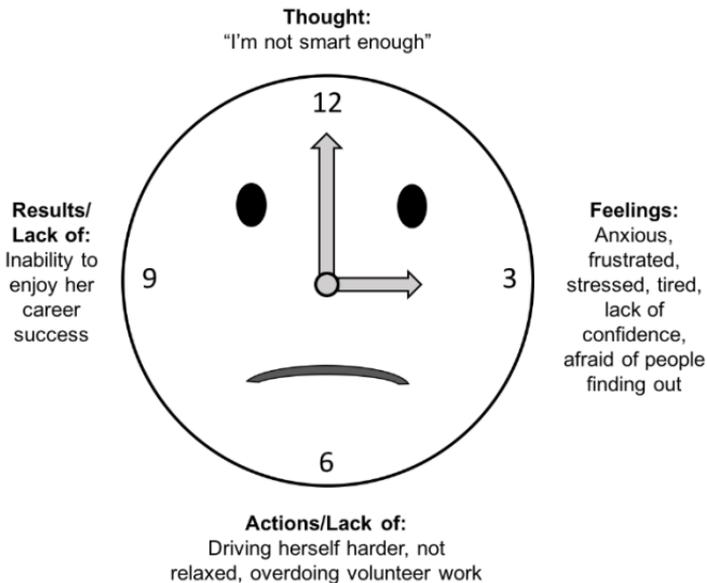
12:00 – Thought: "I'm not smart enough."

Case Studies

3:00 – Feelings: This leads to feeling anxious, frustrated, stressed, tired, a lack of confidence, and afraid (of people finding out that she’s not as good as they think).

6:00 – Actions/Lack of: Her actions are those of driving herself harder, not letting herself relax, and overdoing her volunteer work in her field.

9:00 – Results/Lack of: Her results are career success, but an inability to really enjoy all of her hard work.



Cassie Should Not Believe a Word She Says!

I tell Cassie that I really know her and I truly believe she is awesome. She really is! She shares that only a few people in her life have “seen behind the curtain” to find out about this self-doubt. I am honored to be one of the few. I explain that if all of the people who really know her agree that she is brilliant, talented, and a person of integrity, then it stands to reason that this is true. It is hard to argue with this logic! When we turn her clock around, we get the following:

12:00 – Thought: “I am smart and capable.”

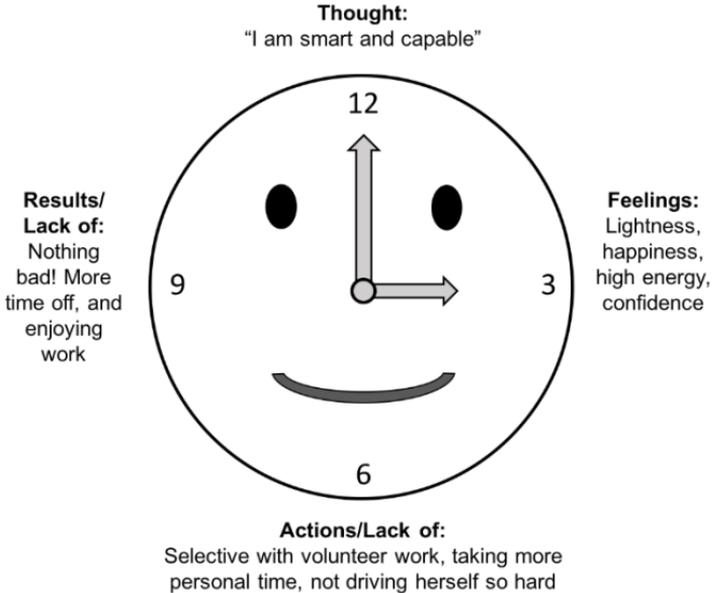
3:00 – Feelings: This leads to feelings of lightness, happiness, high energy, and confidence.

6:00 – Actions/Lack of: Cassie will not do much differently, except to stop driving herself so hard. She will now pick and choose her volunteer work and take more personal time to relax.

9:00 – Results/Lack of: What we project will happen is actually nothing – nothing bad! She can take more time off and still enjoy her stellar reputation. She will still be successful but can enjoy her work. The

Case Studies

world will not end for her when she is more kind to herself.



As Cassie goes around this cycle in a positive way, the imposter feeling will dissipate. She will see that she can lighten up on herself and still be very successful.

Does This Sound Like You?

Raise your hand if you've ever felt like an imposter! I know. I get it. What we do to ourselves is just awful. If your hand is not up, be honest with yourself. If your hand is up, you have taken on some real challenges and it triggered this

response. Congratulations – you are normal! We need to talk about this. We need to stop hiding, fearing that we are the only ones going through this.

Maybe you shouldn't talk about this with your boss when you are negotiating a raise. That wouldn't be a good idea. But talk about it with the people who know you, love you, and see your strengths and talents. Talk about it with people who are safe. In time, this may become a common cultural conversation and this dynamic will have less power.

Hmmmm.... What Will That Look Like?

Sue in the bathroom talking to her best friend right before she is about to take the stage to give a seminar to a large audience: “Mary, I'm losing it – What was I thinking? I can't do this! What if they realize that I don't know anything?”

Mary: “You're crazy right now – don't listen to yourself. It's normal to feel this way. It's 100% not true. I know it feels true, but it's not. Take a deep breath, think about your passion and how you want to help the

people in your audience. Then dive in and just be you. You are wonderful! I promise!”

Or Maybe...

Sue to the person fixing her microphone right before a talk: “I can't do this. I don't know anything they don't know. I'm going to make a fool of myself. I feel sick.”

Tech guy laughing gently: “You know what? I hear that every day. I hear that from people whose books you've probably bought. Trust me – you wouldn't be here if you didn't have something valuable to say. Now take a deep breath. Smile... You've got this.”

In time, we can get to the point of recognizing these downward spiraling thoughts, knowing it is normal to think this way, going instead to what is positive and true. I have found that taking myself less seriously and laughing at myself is the best way to handle it. I also talk to people who know me well and appreciate me.

True confessions – I had some doubts too about writing this book. Actually many! I had sabotaging thoughts about my book on self-sabotage! I was fine on the radio, fine writing blog posts, and good

writing websites and bios for my clients. People told me that they liked my writing because I write like I'm talking to them. But could I do that in a book?

It took a while to decide to go for it. My "why" of wanting to get this message out was bigger than my concern for my book writing style. I kept thinking of all the people who had breakthroughs when I took them through this process and how important it was to give this tool to people. People needed it and in sabotaging myself, I was not helping others.

I Shouldn't Have Listened to a Word I Said!!

So now it's your turn. Pick one doubt that's been torturing you and start "clocking it." Don't do it in your head. It doesn't work that way. Write it out. I mean it!

I wish you well. I wish you three things in particular:

1. *The thing I want most for you is to know that you are not alone and that the self-doubt is completely normal.* I want you to know that almost everybody goes through this. The exceptions are those safely tucked into their comfort zones, or those who are on

a quest that is so purpose driven that they are not at all focused on themselves. The rest of humanity is right there with you.

2. *I want you to clock your negative cycles **and** your positive ones.* Make a sad clock with your doubt and then turn it around and do a happy clock, even if it feels corny. Post your happy clock chart where you will see it. Then try it on for a month and do the 6:00 actions.
3. *I wish for you to think about your Purpose.* Either work on it or at least know that you have one and are already doing it a bit, even if you don't see it. Don't beat yourself up for not knowing your Purpose or having activities that align. That's normal too. Just give yourself permission to start to think about these things. Think about diving into an activity that help others and brings you fulfillment, peace and joy. I choose the word "joy" because I mean it literally.

CHAPTER 5

What Does Success Look Like?

When you keep repeating this process, including the powerful actions at 6:00, you will notice your new positive thought getting stronger, until one day, you just know it's true. The funny part is that people often start out charting the clock and then gradually forget to continue. They have realized their goal, but instead of recognizing the incredible growth they just went through, they think to themselves, "Oh, that wasn't such a big deal. It was much easier than I thought. I just built it up in my mind. It was nothing."

But that is not true. Here's what really happens when you are changing a belief. You are becoming aware of sabotaging thoughts; getting in touch with your feelings; taking powerful actions; and taking time to chart all this. When you get the results and start believing your positive thought, you have just grown your comfort zone. What was intimidating before you started, now fits nicely into the expanded size of your comfort zone.

This process shifts your whole comfort zone. It is important to understand this for a number of reasons:

1. *The concept of growing a comfort zone is a necessary one* if we are to make changes in our lives.
2. *You will need a larger comfort zone going forward.* As we grow, we are inspired to take on bigger challenges. If your comfort zone is really small, these goals will seem too overwhelming, and you will be tempted to avoid them. If you gradually grow your comfort zone, stretching it each time you change a sabotaging thought into an empowering one, when it comes time to take on a big challenge, it will not seem as daunting.
3. *Growing your comfort zone takes patience, which is a necessary tool.* As you grow your comfort zone, by definition, it gets a bit **un**comfortable at times. Taking those 6:00 actions helps you tolerate some “growing pains.” It is important to have this skill. When you get comfortable with the concept of being occasionally **un**comforta-

ble, you can relax and be patient with yourself. You will know that you are normal, and your feelings are as well. These feelings pass if you don't avoid them.

4. *As you grow your comfort zone, you are also learning new skills and practicing them.* These are the practical steps you are taking to reach your goal. Perhaps you get more comfortable with certain types of phone conversations, such as setting up a meeting, asking for help, public speaking, etc. These practical skills can help you with future goals.

When You Transform Limiting Beliefs and Achieve Success, it's Time to Celebrate!

If you haven't gotten to the place where you are ready to celebrate yet, that's okay. No worries. Take notes for later on.

When you do get here, it's important to celebrate for the following reasons.

- It anchors your larger comfort zone internally and keeps it from shrinking back.
- It's fun.
- It sets a good example for younger people.

How to Celebrate

1. *Say what you did.* What personal or business goal did you accomplish? What are the things you did to accomplish your goal? What beliefs did you transform in order to do so?
2. *Who did you have to be to get this done?* What kind of person? For example, were you brave, diligent, resourceful, smart, insightful, a leader?
3. *Find a physical “anchor”* – Tell someone your accomplishment and high five them, or if you are close, hug them. This is powerful. It deepens the learning and it reinforces the increase in your comfort zone. I learned this at a weekend personal growth seminar. By the end of the weekend, my wrist was in pain from strong, enthusiastic people high fiving me – ouch!
4. *Reward yourself* – Indulge in something nice to celebrate. It can be but does not need to be expensive. Here are some examples.
 - Spend an hour in a bookstore, if you love to do that.

What Does Success Look Like?

- Have a celebratory lunch with a friend or dinner with family.
- Take a day off or make a weekend trip.
- Buy something pretty for your home or office to remind you of your accomplishment every time you see it.
 - One of my clients bought herself a colorful necklace the first time she was on television so that every time she wore it, she would remember her achievement.
 - Another client gave himself an especially nice cell phone.

Don't count something you were going to do anyway as your reward. Plan something special for this occasion. I have seen many people ignore this key step. It's psychologically important to mark it in a dramatic way!

CHAPTER 6

What's Purpose Got to Do With It?

Simply Put – Life Purpose Reduces Self-Sabotage!

Life Purpose is the meaning underneath what the majority of people are looking for. Unfortunately, most do not know how to go about uncovering their Purpose. It used to be that we didn't really talk about the topic of Life Purpose. Now you hear the word bandied about a lot, but people mean different things when they use it. I've heard it used to describe a mission, a vision, an interest, a talent, a cause, a passion, or even a hobby.

Here is what Life Purpose means to me: It's doing what we were divinely made to do in this world. It may be under the umbrella of a job, a volunteer position, or a personal life project. It is our own unique process that has a transformative effect on people. Everybody has one. In fact, you can't **not** do your Purpose, so everybody is doing at least a little bit of it. You may not be aware of what your

Purpose looks like or how you are living it, but you can always be sure it is there beneath the surface.

That's The Good News!

What most people are looking for when they are seeking their Purpose is their unique process or "Blessing," according to Tim Kelly of the True Purpose Institute™. When people really understand this and choose a job or volunteer work that gives them the opportunity to use their unique process, they are happy, excited, fulfilled, confident, and playful. They experience true joy and it fills them up inside.

The word "blessing" may seem like an odd word to call this process, but it *is* a blessing to have a transformative effect on others, and it *is* a blessing to do work that aligns with your Purpose. It feels wonderful. My personal belief is that when this happens, God is blessing others through us, and blessing us at the same time.

My best work moments are when I am fully practicing my own process or blessing. I get to see how profoundly it affects the person in front of me. I'm giving and I'm receiving so much at the same time. It's really beautiful. My client and I are often moved to tears. This is a sacred moment in

time. It's a job and yet a privilege to be able to see the goodness in someone at a deeper level, reflect it back to them, and see the powerful effect it has on their confidence, their sense of joy, and their awe at the Divine working through them to help others. I believe that because this is my Blessing, it affects me so powerfully. People who are "on Purpose" just love their work!

Here is an example of someone **doing** her divinely inspired process: I was working with a woman who does a special kind of therapy for children with autism and other special needs. We were working on her marketing, but I felt that I had to get to the heart of her work before she could honestly promote what she uniquely brings to her clients. So I did a short exercise with her to go deeper and she revealed in such a moving way the impact her work has on her clients and how much it means to her. This was so moving to witness! My client felt it too. It was an honor to really "see" her and appreciate her unique gift and the process she had developed to share with those who need it most.

Here is an example of someone **discovering** her divinely inspired process: I recently worked with a lawyer who was deciding on a specific specialization for her law practice. She sounded

very emotionally flat at first when we were talking. I wondered where the passion was. But at a certain point, she opened up about how helping people in a particular way meant so much to her. All of a sudden, I could hear the excitement in her voice. By the end of our second session, she had a plan to change her area of concentration and do more work that would enable her to serve her clients in a way that aligned more with her Purpose. I got off the phone and literally skipped down the hallway! That is how much joy discovering and doing your Purpose brings!

If you take the time to learn your Purpose and bring one purposeful activity into your work or personal life, you will likely begin to see the effects all around you. You may experience moments of “flow” where time flies by so fast. Your confidence soars because you were made to do this work and you are naturally fantastic at it. It’s like your own personalized superpower. I want people to fully experience this feeling of joy and get hooked on it so that they know that this kind of fulfillment is available to them.

Because you are so good at your unique process and you love doing it, you are less likely to sabotage yourself. Oh, trust me, your psyche will still try to sabotage learning about your Purpose

and putting it into your life. In fact, coaches anticipate this and have tools to help our clients get past this hurdle. But once you get your Purpose into your weekly routine, you will likely be energized, happy, and so engaged that you forget all about the doubts. You are just doing your thing.

There are four aspects of Purpose according to the True Purpose Institute™ where I have been trained and licensed. They are your...

Essence – A unique quality of being. You don't pick it, you just *are* it. It's beautiful, yet because it's always with you, you can't see it. Others can see it more easily than you can.

Blessing/Process - Your own individualized process that has a transformative effect on people who receive it. It can be part of many different jobs or volunteer activities. Your Blessing is something you do over and over again throughout your life. Others may be doing something somewhat similar, but It is unique to you.

Mission – Something you are divinely tasked with. This is different from your

Blessing in that it has a beginning and an end. It could be small, like “transforming your family” or it could be big, like “eliminating world hunger.” Many people may have the same mission. For example, there may be hundreds or thousands of people tasked with eliminating world hunger. You get to decide if you want to take it on or not. Some people have more than one mission.

Message – These are beautiful and helpful messages from the Divine that come through us to other people. Mine is “There is more,” meaning that there is more to life than what you see (and your life can be better than what you think and see around you).

People who are really into their Mission can be fearless – so focused on getting to the goal that they forget about their normal self-consciousness and just do it. You’ve seen people like this. They are on fire! They are not self-sabotaging because they are not focused on themselves at all. They are focused on the goal. It’s exciting and meaningful to them.

I’m thinking of the director of a nonprofit that supplies food, vocational education, healthcare

and social services to children in Haiti – particularly orphans and kids with special needs. The director is fearless in asking for money for these kids. He's all in. So many people would hate to do this, but not him.

It doesn't matter what someone's religious or lack of religious affiliation is. Often people who are on a mission put the results in God's hands and just get busy. They "lift up" or give over their fears and doubts. It frees them up. They are more detached from the results, because they believe that God is in charge of that part of it. Don't get me wrong, they want good results. But they feel that it's not based on them, their worth, or their talent. They believe that God is in control and they just have to do their part. The part of the psyche that would normally sabotage is not triggered because it's not really about them.

I'm not saying that these people will never be triggered and doubt or sabotage themselves. We are human after all, and it is part of our makeup. I'm just saying that it happens a whole lot less and is a lot less overwhelming when we are working in a way that connects to our Purpose.

How Do You Find Your Purpose?

While there are books on this topic, I think the best way is to hire a coach who takes you through the process step by step. It's too easy to be blocked or biased when you are trying to coach yourself. You are too close to "see the water you are swimming in".

How Do You Put Purpose in Your Life?

Once you uncover your purpose, you can brainstorm ways to add it to your current job, put it in your personal life, or put it into your retirement. Even one to two hours of purpose-aligned work a week can bring real joy and positive energy into your life. For example, if your purpose has to do with helping young people become future leaders, you could be a big brother/sister, run a mock UN session, mentor an intern, start a leadership program, teach leadership skills online, and more. Purpose doesn't look like one particular occupation. It can take on many different forms.

Purpose And Retirement

Retirement gives people a clean, fresh slate! You get to create a new lifestyle with more time and flexibility than before.

Many people find new purpose in choosing one activity that hits all the right purpose notes. This provides such powerful benefits – a new identity, fulfillment, excitement, impact, confidence, energy and pure joy. This is really important at any age but considering that retirement can be 20 - 30 years or more, having something to be passionate about can greatly improve the quality of life. It also sets a good example for young people in our lives. After all, don't we want them to serve passionately doing work that they love?

If you are in pre or early retirement, think about this. Don't settle for an "okay" lifestyle if you really want more. You worked your whole life for this. You deserve an enjoyable lifestyle. Yes, there are challenges, but purpose can really help in energizing you to deal with them and enjoy your life in spite of them. Self-sabotage can hit at times like this when you are in transition. Keep challenging those limiting beliefs. Turning them into positive beliefs can open up exciting possibilities. Finding something that is purposeful to you can decrease the sabotage and increase your happiness.

CHAPTER 7

Conclusion

I hope this book has given you some important things to think about. My wish for you is that when you find that you are being hard on yourself, catch it and treat yourself nicer. It will get easier as you practice this.

Here is a brief review of the most important points:

- *You are just like everyone else.* Sabotage is normal. Feeling like an imposter is normal.
- *Turn your sabotaging thoughts around* with this process or other processes that work for you. Don't just do it once and expect to be "cured." This takes time and repetition.
- ***Do not ignore*** your gut instincts that tell you when you are in danger.
- *Discovering your purpose and choosing work or activities that align with it* will likely reduce self-sabotage

Don't Believe a Word You say

and bring you more energy, joy, fulfillment, playfulness, and confidence.

So Now it's Your Turn.

If you haven't already done so, write out your negative chart. I suggest putting a sad face in the middle of the clock. Then take a clean piece of paper and do your happy chart! Put a smiley face in the center, even if you think it's silly. Post this where you can see it, and consider posting it in two places. Plan out some time on your calendar to take those 6:00 steps. Get started and remember – *Don't believe a word you say!* Feelings do not equal facts. Feelings will change as you replace the negative thoughts. Start working on thinking a positive thought, trying on the positive feelings, and following up with practical actions.

Reach out to a coach, therapist, mentor, friend, or myself if you want help with this. People are usually too close to see their own dynamics clearly. If you choose a friend, make sure it's someone who encourages you and doesn't buy into your sabotaging thoughts.

Thank you for taking the time to read this book and think about its contents. Writing this was a

Conclusion

labor of love and I appreciate you reading it. If you take it to heart, it will likely change your life.

May God bless you on your journey,

Irene

"Please join our "Don't Believe a Word You Say" Facebook Community - for, support, fun and inspiration to help you live a better life and move forward towards your goals and dreams.

<https://www.facebook.com/groups/806270620150683>

More About the Author

Irene Gutmann, MSW

I grew up in an Italian American household where the tea pot was on, and people stopped by to talk with my mother about their problems and their lives. This inspired me to want to help people in a deep way. I became a master's level social worker in my 20's, and later became a life purpose and business coach.

I love my work. It's inspiring and fulfilling. When I help people find their calling and bring it into their work or personal life, it's just wonderful! Their eyes sparkle, they laugh more, and they have this incredible positive energy.

In my business coaching, I mix in some life coaching with business strategies because the happier and more confident my clients are, the better they do in meeting and surpassing their goals. I love seeing their inner transformation in addition to the outer financial success.

When I'm not working, I like being with friends and family. I volunteer at church, and for a nonprofit that serves people in Haiti. I am also part of a team of women who run a Women's Journey retreat once a year at a retreat house on the Jersey Shore. In my free time, I do cake decorating and take dance classes.

If you have questions or want to explore more about the processes in this book, I'm here to help.

Resources and Next Steps: How Can I Help?

I hope you've enjoyed this process and find it helpful. Here are a few ways you can learn more or work directly with me.

Life Coaching: Work on an important goal, reduce self-sabotage, master the strategy in this book and learn other success strategies. Ongoing or "Mini" packages (one to three sessions).

Neurokinesis: Learn brain-based techniques to greatly reduce or eliminate stress, anxiety, upset, trauma, PTSD, and more.

Email irene@irenegutmanncoaching.com for a special link to sign up for classes.

Life Purpose Coaching: Uncover your calling and bring one purposeful thing into your work, volunteer work, or retirement. "Mini" or full coaching packages.

Business Coaching: Double your business in 12-18 months. Increase cash-flow, and profit. A combination of practical business strategy and

leadership coaching. Financial results are guaranteed in writing – for peace of mind. For service businesses – law, trades, therapies, etc.

Public Speaking/Corporate training: On any of the above topics including the topic of this book. Email Irene@IreneGutmann.com for speaker information sheets. Or go to <https://irenegutmann.com/speaker>

You can set up a session at this link:

[Calendly.com/irene-9](https://calendly.com/irene-9) or email Irene@IreneGutmann.com to set up a 15 minute call if you are not sure what kind of coaching would be best.

Free Resources

- Go to **IreneGutmannCoaching.com** to learn more. Sign up for a complimentary newsletter for tips and special offers.
- **Please join our "Don't Believe a Word You Say" Facebook Community** - for, support, fun and inspiration to help you live a better life and move forward towards your goals and dreams.
<https://www.facebook.com/groups/806270620150683>

- Take my Marketing Quiz or my Life Purpose Quiz, or both! You will immediately receive an email with insight and tips.
 - Bit.ly/PurposefulMarketingQuiz – A concise assessment of your marketing voice: How visible is your brand?
 - Bit.ly/LifePurposeQuiz – How much do you practice, live, and work your Divine Purpose?