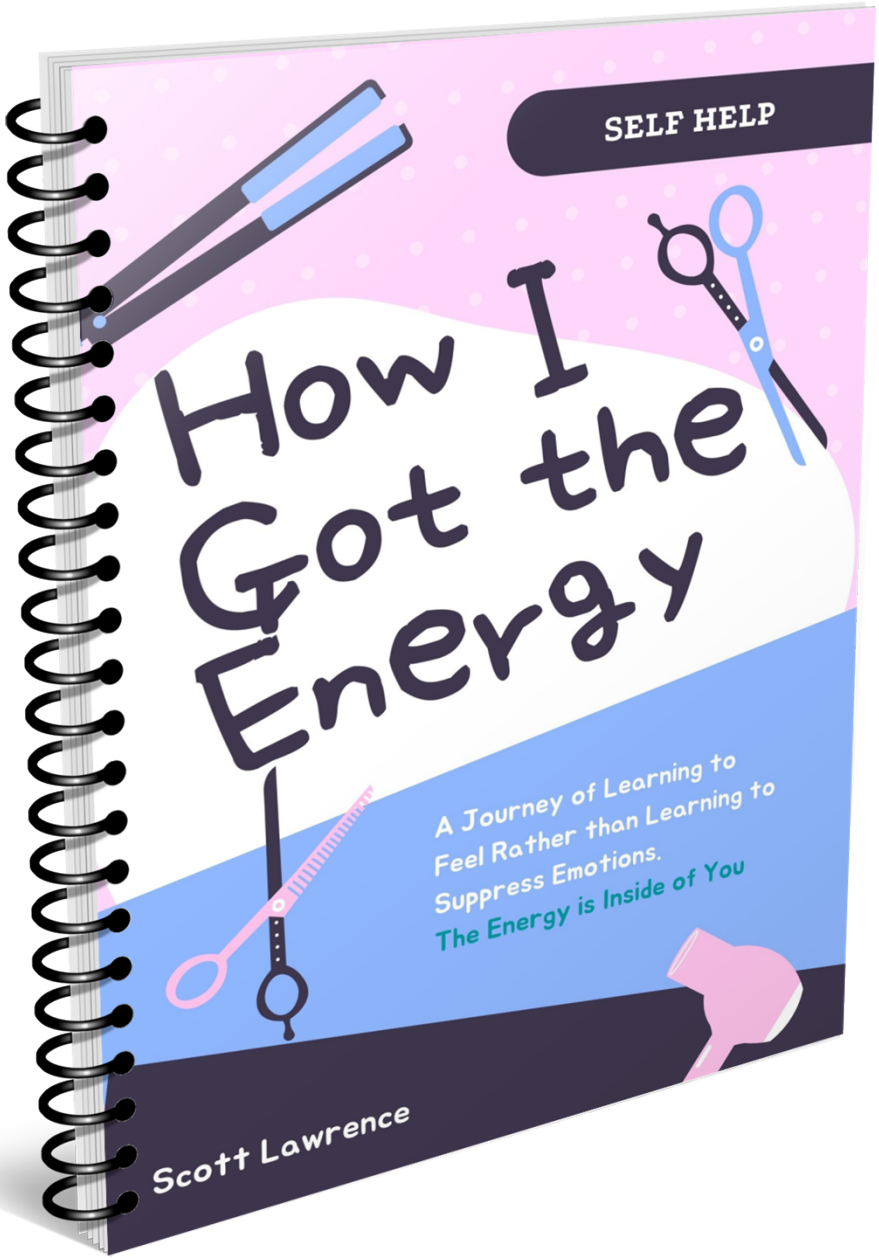

SELF HELP
How I Got the Energy
A Journey of Learning to Feel Rather than Learning to Suppress Emotions.
The Energy is Inside of You
Scott Lawrence

"One ought to hold on to one's heart; for if one lets it go, one soon loses control of the head too." – Nietzsche

Do you want to use **eBooks** and **Videos** to **Scale Your Business** and have your Content Grow Your Business for you?

Great, so let's **Make Some Content**.

Just write some eBooks and film some videos and you're good to go, excepts you find that;

1. Everything gets in the way.
2. You're not sure what to say.
3. Your family need you.
4. Plus your family is kind of distracting you and won't let you focus on writing or filming.

Also.....

5. You're not really a Writer or a Speaker
6. The technology is Tough or Expensive and
7. You're not quite sure what to say.

During Lockdown, I wrote **a lot of eBooks** and

Created over **100 Videos**

Without being allowed to leave my house, I grew my business online, interviewed 50 Hollywood Celebrities and became friends with YouTube Influences who have over 1 Million subscribers on their channels.

“It is not a lack of love, but a lack of friendship that makes unhappy marriages.” - Nietzsche

In 2017, I helped my now Ex Wife to leave her job and to find a better one. She knew that I had helped many of her friends with their resumes and cover letters to get much better paying jobs than what they had before.

Any time somebody says to me, “There’s no jobs out there”, I take it as a personal challenge or test of my abilities. I always believe that there are customers and jobs out there. You just have to put in an effort and you’ll get a reward. So far, this philosophy has never failed me.

Soon after applying for new jobs, my now ex wife has ready to start her new sales job in Late November 2017. As they were winding down for the year ready for a Christmas break, she basically got to start off her new job during the Holidays and got to know her new work mates by attending a Christmas party. I drove her there and back, (This is where she met her new Boyfriend. But I didn’t find out about this until much later.)

It was a relief that she didn’t have to work at the old job anymore. Apparently the boss was a massive bully and all of her workmates seemed to constantly share stories about how abusive their ex husbands were. When I heard the stories about the abuse, AVO violations (Apprehended Violence Order), and stalking, I could see how it was stressing her out.

I even asked, “Just checking, but how are we going? Are we OK? You seem to talk a lot about bad husbands.” She reassured me, “I constantly brag about what a great husband you are at work.”

Btw, nobody constantly brags about what a great husband they have to their work mates unless he’s a tennis player.

2 months later in 2018, as we had planned a camping trip with my friends, my now ex wife had to cancel at the last minute. She told me that she wasn't feeling well, work had called her in and she also had a family thing pop up last minute. But she was insistent that she wanted me to still go on this camping trip.

I came back to a note that said that she had moved out. She changed her phone number and didn't call me for 5 weeks. Apparently she had been making plans for a couple of months to leave and start a new life with her boyfriend. I thought that we were about to buy a house after getting back from the camping trip. But she stole all of our money and brought it to the new relationship with her boyfriend.

I know that this story really vilifies my ex, but that's not why I'm sharing it. Instead, I want to talk to you about feelings, motivation, anger and how to recover from any version of PTSD with your motivation intact.

If you want to know how to unlock your motivation, then please keep reading. This is important.

Our society has a terrible relationship with anger.

Think about how it plays out in these 2 ways.

1. The television and social media only shows Unhealthy Ways to deal with Anger. We see Violence, Name Calling and General Stupidity. Anger is shown only as a Path to Destruction.
2. If people aren't being Destructive with their Anger, they're burying it. They become Exhausted on the hunt for Motivation because they 50% of their energy is spent **Being Angry** and 50% of their energy is being spent **Not Being Angry**.

What do we tell people who want to express anger?

“Calm Down”

“Keep it to Yourself”

“Go Home”

Imagine if we dealt with Greif that way.

Imagine that somebody’s wife had just died and we replied with;

“Calm Down”

“Keep it to Yourself”

“Go Home”

We don’t like Violence

We don’t expect a person who is going through grief to start smashing things, hurting people or to basically perform actions that they’re regret later. You can’t get the toothpaste back into the tube once it’s out.

We wouldn’t except violence as a suitable response to grief.

However, burying feelings is equally as unhealthy.

We don’t expect a person who is going through grief to just ignore it, let it go or to just keep it all to themselves. Instead we ask them to Process it, Journal About it, Talk About it, Let it Out.

How did I feel when my wife left me?

Yes I felt grief, but moreso, I felt Angry.

“One ought to hold on to one’s heart; for if one lets it go, one soon loses control of the head too”. - Nietzsche

Why shouldn’t I feel Angry?

The one person in my life who I trusted more than anybody had betrayed me. My world view had shattered.

My head kept repeating these same questions.

“Am I bad at reading people?”

“Was I a Terrible Husband?”

“It’s been 5 weeks and she still hasn’t let me know if it’s a break up or not. Why won’t she let me know?”

“What did I do to her that was so bad?”

“If she wanted to break up, why didn’t she just tell me?”

My ex wife had a habit of bailing out this way. Her parents belonged to an extremist religion who have a habit of kicking their children out of the family forever if you don’t follow their rules. Her older sister had already been kicked out of the family for dating a man who later became her husband and father to their kids. At age 12, this was traumatic for my ex wife to hear that she’s never allowed to talk to her older sister every again.

But my Ex picked up this habit of bailing out of anything that doesn’t fit her expectations. She treated the world like monkey bars. The way that you cross the monkey bars is that you hold on to the next bar before you let go of the old one. The whole time, you’re looking ahead to the next bar. To my ex, people were like one of those bars. She started a relationship with me and moved in with me before leaving her ex and disowning her parents. And she started a new relationship with the next guy, moved out of our house and moved in with him, and stole our life savings before breaking up with me. I was hurt. Very hurt.

How this relates to **Making Videos** and **Writing eBooks**

When my ex left, I was left with nothing.

My brother let me move in with him and we started to grow the business together. In that 5 weeks before my ex wife called me, we earned back through sales over half of what she stole from me. Things were looking up for me financially. My business grew and grew from there.

In recent years, I've had this business model that uses the 3 Ts.

Traffic, Trust and Transactions.

Traffic = How to get new leads

Trust = How to make an Impact on your audience and get them to Know, Like and Trust you Before you Make an Offer

Transaction = The Offer that you make to your audience.

My brother and I put out eBooks and Videos and suddenly, tens of thousands of dollars started to pour into our Paypal account. It was surreal. I was still grieving, angry and in pain, but work didn't seem to cost me any energy at all. Work was my salvation where I could stop thinking about my ex or to express how I felt about what had happened.

I wasn't just Teaching Marketing anymore.

I was telling my story and getting paid for it.

My old marketing that I put out into the world had 3 key dot points.

1. Do you want more clients
2. I'm successful at getting clients
3. Buy my course on marketing.

My new marketing that I put out there had 3 key dot points, but number 2 was very different from the previous version.

1. Do you want more clients?
2. My wife left me. Here's my story.
3. Buy my Course on Marketing.

People often ask me these questions.

1. How do you write so many eBooks?
2. How do you film so many videos?
3. How do you know what to say in your videos?
4. How long does an eBook take to write?
5. How long does it take to become good enough at videos to run a business?

Honestly, these questions completely miss the point.

If you want the Time and Energy to write eBooks and to Film Videos, you can't just rely on this list;

1. Drink water
2. Eat Clean
3. Sleep 8-10 hours per night
4. Exercise
5. Look for your passion in the world.

That list isn't terrible, but it does completely miss the point.

The point is;

> You need to get out of your head and to get into your heart.
>
> You need to tell your story.
>
> You need to find a style of working, writing, speaking that comes out of you freely.
>
> Stop looking for energy out there and notice that you already have the energy to pursue what you want to do.
>
> If you would only stop throwing a wet blanket over your emotions every time that they come up, then maybe you would have unlimited energy to do the things that need to be done.

Do you remember how we were talking about how to deal with anger?

This is the Kübler-ross stages of grief

1. Denial
2. Anger
3. Bargaining
4. Depression
5. Acceptance.

We have 5. Yes 5 Stages of Grief, but only 1 Stage of Anger.

1. Keep it to yourself.

Why can’t the stages of anger be broken into 5.

1. Cool off and Do No Harm
2. Express Your Anger in a Healthy Way
3. Define your Most Important Obstacle to Happiness and Freedom
4. Create a Plan to Overcome your Obstacle
5. Execute the Plan

I was so Angry.

The majority of the advice that I got from people was, “Do Nothing” or “Let it Go. She’s Gone”

But I knew that there was something missing in that advice.

I knew that my heart was screaming out to be heard.

I didn’t write eBooks to make money.

I didn’t film videos to make money.

Anytime that I’ve purely chased money, it hasn’t worked, but when you tell your story and relate to people then the money pours in.

During Lockdown, I felt Angry because I lacked human connection.

I didn’t look for the motivation to create a new course called “Facebook AD Basics” and then look for the motivation to sell it, run it and to coach students.

All that I did was to look for an available method to express myself and to connect with the world. My friends rang me when they could, but many of my friends were busy homeschooling their kids or dealing with their own emotions.

Business, eBooks and Videos became my outlet.

The first eBook that I wrote after my wife left was called ‘6 Figure Funnel’

In that eBook, I told the story about how my wife left me, then continued the story where I looked on Youtube to find any videos around “How to get your ex back”

I didn’t type in “Relationship Coach”. I Typed in “How to get your Ex Back”

I found a person who calls himself ‘Breakup Brad’ and I bought all of his courses. I never bought a course from somebody who called them self a ‘Relationship Coach’. I only bought courses from people who called themselves and expert on “How to get your ex back.”

Does that make sense?

So if you’re a Coach, NLP Master, Hypnotherapsit or any other form of expert that has your Qualification in the name, then it means that people aren’t looking for you.

That’s when I realised that I need to Stop being a “Business Coach” and start being a “How to Attract 20 Clients” expert. I also became the “My wife left me” guy and started to attract an influx of students who had recently been through a separation and were now looking to grow their business and to attract clients.

If you want to know what to say in your eBook or Videos, that’s an easy formula.

Let me summarise it right here.

What to Say in your eBooks or Videos

1. Topic = How to get (Good Thing) without (Bad Thing)
2. Relate = Do you want to get.... Are you tired of....?
3. Story = This thing happened to me.
4. Teach = Steps or a Lesson how to get the Good Thing without the Bad thing
5. Offer = Sell Your Program

That's the formula. However, you may notice that the formula doesn't help unless you have something to say.

Let me ask you this, if you want to attract more clients with eBooks and videos then;

1. **What is your main point that you want people to hear?**
2. **Are you being clear and articulate about your point or just expecting your readers / viewers to be mind readers?**
3. **Are you passionate to the point where you're going to explode if you don't tell somebody?**

I'm going to unpack each of those 4 questions in more depth so that you know exactly what I mean. I want you to be able to earn money doing exactly what you love. But first, you need to communicate effectively.

1. **What's your main point that you want people to hear?**

Bad Examples

Honestly, when most newbies try to communicate their message to the world, their message tends to sound like these dot points;

a. My profession is very interesting and I love it. It contains so much information and so many wonderful facts.
b. You're a bad person if you don't agree. Or you lack results because you're lazy and lack discipline.
c. Hi. Just Hi. Welcome. I haven't posted for a while.
d. Enchant your inner everything and reach maximum glory hood.

Don't write or speak like this. Just don't.

Instead, spend some time working out what the point of the post is actually going to be. And remember that everybody has a TO-DO list on their mind and they're only going to watch if you match their TO-DO list.

Here are some **Good Examples**.

a. You can lose up to 15 Kilos if you eat High Nutrient food. It takes like 15 packets of Corn Chips to get enough nutrients so that you don't feel hungry 20 minutes later.
b. You can attract 20 new clients this week if you have a great headline on your posts.
c. Your relationship will last longer if you spend at least 20 minutes per day playing together.
d. If you don't act on your inspiration at least in some small way as soon as the inspiration hits you, then you will actually lose the energy of that intuition forever. Even writing a 30 second note in your diary about acting on that inspiration in the future is enough to capture energy of that intuition.

2. **Are you being clear and articulate about your point or just expecting your readers / viewers to be mind readers?**

Here are some areas where you may not be speaking articulately or specifically enough about your message;

a. **Your Past** – What happened that lead you to your point?
b. **Your Feelings** – What was it like to have that thing happen to you?
c. **Realisations** – What specific actions caused your past pain and what actions should you take in the future?
d. **Steps to Success** – What do you want your audience to actually do to become more successful?

Here is a **Bad Example** that includes **The Past**, **Feelings**, **Realisations** and **Steps to Success**, but moves on to an offer before actually teaches you anything specific.

“Back when I wasn’t happy, I was reading all of the books on happiness, but I was still missing what made me happy. I have a plan that I want you to follow, because if you’re committed, it’ll make you happy too.”

Here is a much **Better Example**.

“How to Cure Depression in 5 Steps after an abusive relationship.

Hi, I’m Mary. About 10 years ago, I was diagnosed with clinical depression. I was scared that I was going to feel tired for the rest of my life. I saw other people getting excited to see their friends, travel to their next holiday, but I couldn’t afford the energy or the money to travel anywhere. Worse than that, when I did get invited to travel for free as somebody’s guest, I spent the whole time feeling trapped and depressed and wanting to escape back to my own house again.

Eventually I met a lady called Jill who called herself ‘The Happiness Doctor’. She wasn’t a qualified doctor, but she was a life coach. When

Jill, The Happiness Doctor said that we would start by filling out the questionnaire together, I was expecting to fill out a medical history form. I was surprised when she asked me, “Describe a Past Memory about when you were Truly Excited to Go Somewhere, Do Something or Get Something”.

What we had uncovered in the questionnaire was that my Clinical Depression started after my divorce from my husband. Before that, I used to be excited for almost everything. I couldn’t remember one happy memory about the marriage. He was always right, or he insisted that he was always right. And this left me to always be in the position of being wrong. When he couldn’t find his socks, he didn’t just ask for help. He would blame me for him not being able to find his socks.

After the divorce, the depression didn’t get better, it actually got worse. My life coach or Happiness Doctor noticed that the language that I was using was self deprecating. I wouldn’t say, “My ex husband always insisted that he was right.” Instead, I’d say, “He’s always right. You can’t argue with him.” Jill told me to say both sentences out loud to feel how each sentence makes my body feel. When I said the “He thinks he’s right”, I actually felt powerful. When I said, “He’s always right.” My throat would actually close up and it would be hard to speak.

When I realised these 5 steps to happiness, I actually could feel the joy coming back. I felt fearless again, just like how I felt in my 20s. I no longer jumped when I heard a loud sound.

Here are the 5 steps.

1. Think of a time when you were happy.
2. Ask yourself when that happiness went away.
3. In what way are your language patterns reinforcing the pain? For example, “He thinks he’s right.” Can feel empowering and “He’s always right.” Can feel suffocating.
4. Write a list of what you actually Want. Don’t ask yourself what you think that you deserve or what you think is possible. It needs to be about what you Actually Want.

5. Start the Day with ticking of just 1 of those items. As you do this, notice if your language makes you feel free or tense."

To get my complete eBook called '5 Steps to Cure Depression after an abusive relationship' just click on the link or type, "Yes Please" in the comments section."

Can you notice the difference in how the Past, Feelings, Realisations and Steps were expressed? It even started with a Topic or Promise and ended in an Offer.

Just to really make the point, here's the bad example again for comparison.

The Bad Example Again.

"Back when I wasn't happy, I was reading all of the books on happiness, but I was still missing what made me happy. I have a plan that I want you to follow, because if you're committed, it'll make you happy too."

3. **Are you passionate to the point where you're going to explode if you don't tell somebody?**

This one is huge. Imagine that you're at a backyard BBQ and your friend turns up. You haven't seen this friend since you got your new promotion at work and they don't know. You're about to explode if you don't tell them right this very second. What would your first couple of lines be when you speak to them? How do you sound?

Compare that to somebody who is just writing or speaking to check a box on their TO-DO list. Readers and Viewers can tell the difference here.

I'm guilty of this from time to time. If it takes you a few minutes to really work out what you're going to say, and then to work yourself into a state of excitement before doing a video, then spend that time doing creating the feeling. No, don't get drunk just to do a video. I mean, that may work in the short term, but it's not really a sustainable plan.

I want to give you my 5 step plan to get all of the energy that I need to create eBooks and videos. But first, here are some Nietzsche quotes that inspire me.

No one can construct for you the bridge upon which precisely you must cross the stream of life, no one but you yourself alone. - Nietzsche

Today as always, men fall into two groups: slaves and free men. Whoever does not have two-thirds of his day for himself, is a slave, whatever he may be: a statesman, a businessman, an official, or a scholar. - Nietzsche

There are no beautiful surfaces without a terrible depth. - Nietzsche

My 5 Steps to getting all of the energy that I need.

1. **Lower your filters.**

Too often, we're told who to be by people who don't understand us. Do you remember when we were talking about how to express anger?

Well, I was told by most people to just let the anger go. I'm glad that I didn't listen to them because by journaling, feeling the anger and actually letting it teach me what it was supposed to teach me, I was able to learn how to be myself again.

I wasn't so much angry at my wife for leaving. I was angry because I lost certainty about my own future and about myself identity.

I was so clogged up with filters that I could hardly get a word out.

If your environment won't let you speak your mind, then you'll choke on your words. Under no circumstances will I ever let people take my True Self away.

In today's world of cancel culture, we're often too quick to just get offended and demand that people stop being themselves. The problem with this is that it doesn't get rid of what offends people. It just creates volcanos that will erupt at a later date. And the volcano will do a hell of a lot more damage when you kick the can down the road and pretend that the parts of the world that offend you don't exist or don't have a right to exist.

Not everybody thinks the same way, and that's OK. We should all agree on a basic code of conduct such as,

1. Tell the Truth.
2. Don't harm others

I'm not going to write an exhaustive list about how people should behave on this planet, because it's actually quite a complicated feat to do.

It's also important not to expect everybody else to follow these rules.

Some people are liars and insist on harming others. When we can stop being offended by liars and people who harm others, then we can put our energy into raising our own personal power to create the world the way that we would like it to be.

People who behave poorly will always exist.

More importantly, are you growing your personal power?

Are you gaining strength, experience, influence, etc... in the world so that you can Help those who need it and to Inspire others to get what they want without lying or harming others.

Are you being a tremendous role model so that the next generation learns the right way from your actions?

If you can lower your filters, speak your mind and stop worrying if you're living up to everybody else's convoluted expectations of the world, then you'll get your energy and motivation back.

Imagine yourself as a super hero. Don't apologise for existing.

Don't ask for a world without bad guys.

Just grow your personal power, live by your code.

Learn as you go.

Help people who need your help and be an inspiration for the next generation. They're watching everything.

2. **Do things that excite you, even if it doesn't make sense to anybody else.**

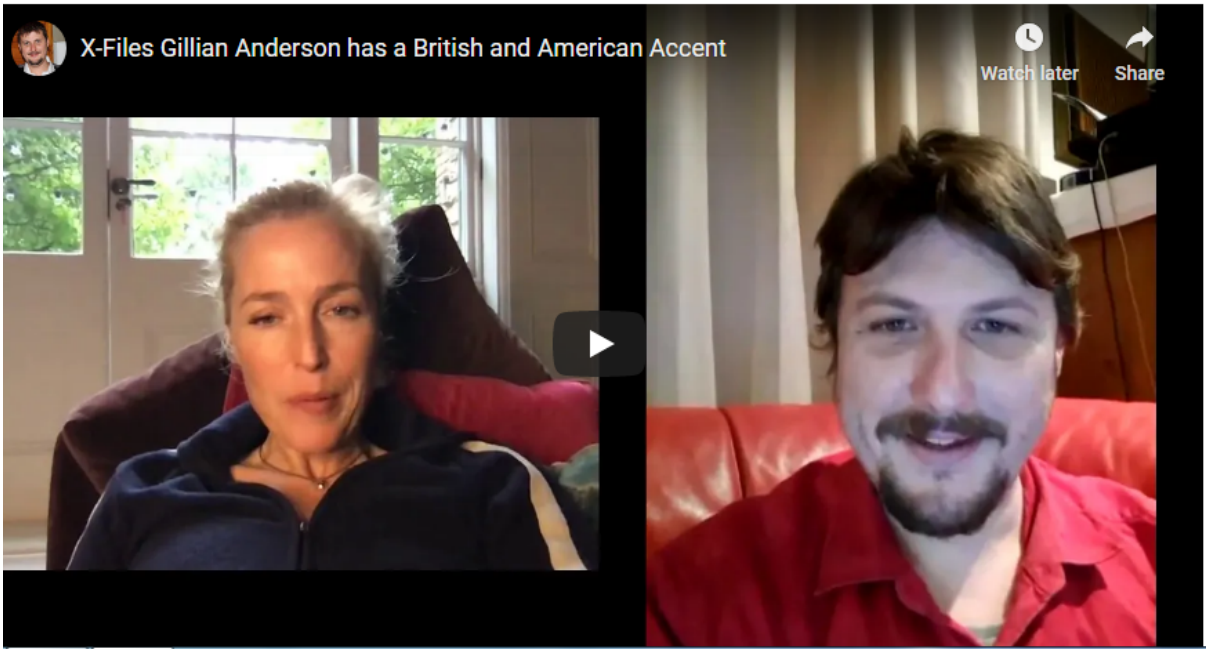
Do you remember when I said that I interviewed 50 Hollywood Celebrities during lockdown?

Well, yes, it did help to grow my business, but it also cost me time and money to get it done. I had to be up all night some times in order to speak to 7 celebrities over a weekend. Sometimes I'd be completely wiped out all of Monday.

I even interviewed Gillian Anderson from X-Files and got 60,000 organic views on Youtube

Here’s a link to my celebrity interviews. Just click the picture

Scott Interviewing Celebrities in Lock-Down



Here’s the thing about **Interviewing** the **Celebrities**.

People keep asking me questions like;

“Why did you interview celebrities?”

“How did you interview those celebrities?”

“How much did it cost?”

“Why would you spend that much money and time on that?”

“Should I interview celebrities to grow my business?”

I didn’t even think about it. I FELT like doing it, so I did.

You need to do things that you feel like doing once in a while to open up your energy pathways in your brain.

Lower your filters and just do something that you like.

Don't ask an endless barrage of questions.

I asked out a woman who I was interested in dating. She said no. I moved on. Rejection didn't hurt me, but at least I did something that I felt like doing.

What do you feel like doing?

Why don't you just do that?

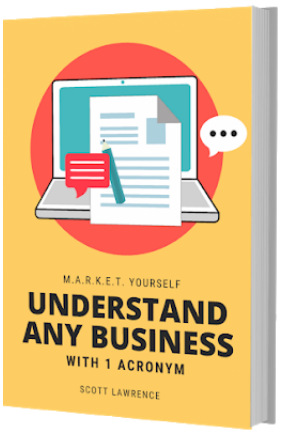
Why don't you do much, much more of that, as long as it doesn't hurt anybody ?

I wrote a book on business because I wanted to. I had something to say. I lowered my filters and wrote the book.

Here's my eBook called, "How to Understand any Business with 1 Acronym." Click the picture to download it. It should really help you.

Understand Any Business

with 1 Acronym



Download the Free eBook

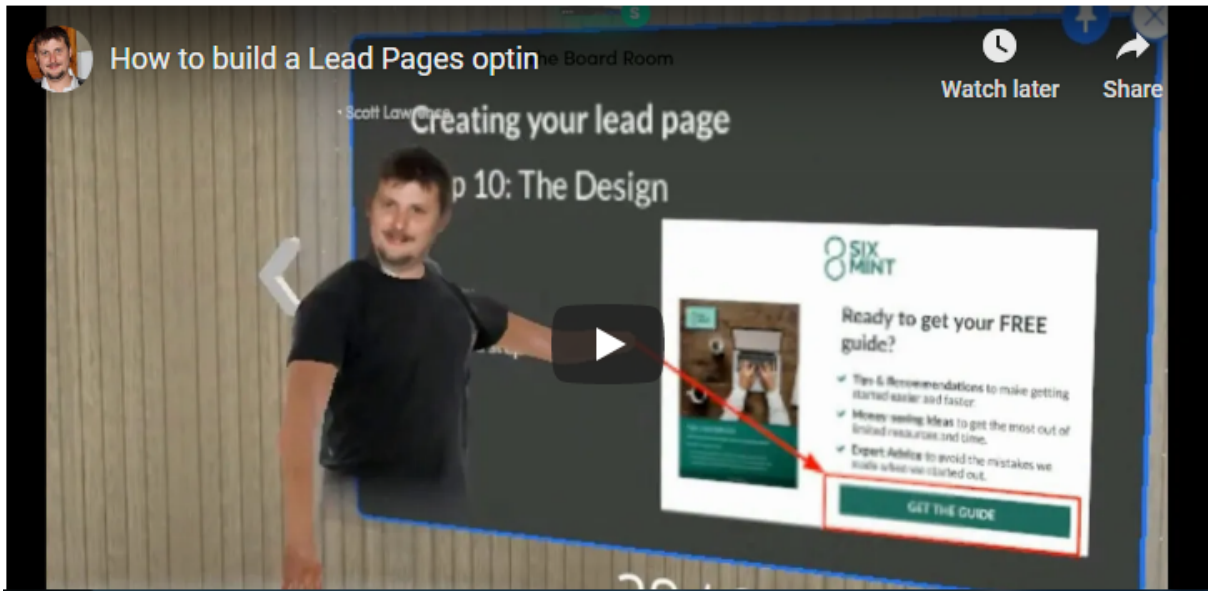
- **The Fastest Marketing Plan:** Discover how to Attract New Business to you fast.
- **Your 6 Part Plan:** Simplify Your Next Steps.
- **Scale Fast :** Plan Multiple 6 Figures in your Coaching, Education or Hypnotherapy Business.

I created a course during lockdown because I wanted to.

Click this picture for the resource page so that you can see just how much work we all did together and how much fun we had



How to Build a Web Page with Leadpages



If you actually do click on the picture above, you'll see that what I've just given you is enough the tools to grow any business into an empire. There are practical examples on how to gain Free Traffic, Grow Trust and Offer so that you can Increase Transactions. Do you remember the 3 Ts? Traffic, Trust and Transaction? Well, it's all there.

If you want to join our next round of Facebook Ad Basics so that you can grow your empire / business, then click on this picture.



.

Next.

Rule Number 3 to gaining the energy to write eBooks and Film Videos.

3. **Find out what Actually Drives You.**

I'm socially driven. If I have a really great and cool idea for business, I think that I will burst if I don't tell anybody. If I don't write my eBooks or film my videos, I feel that something is missing.

But I also can't write or film until I've had a chat with at least 1 person. I need to get my idea out into the open to make sense of it. I often do this by talking to my brother about the idea, but if he's busy, tired or unavailable, I need somebody else.

There are 4 basic needs that will drive your action.

1. Need for Survival
2. Need for Love
3. Need for Status and
4. Need for Self Knowledge

My need was number 2. Need for Love.

I'm driven by connection.

What are you driven by?

If you need **1. Survival**, then the desire to connect with certainty and to set up your life in a way that's safe, stable and predictable will make you move mountains from continent to continent.

If you have **3. Need for Status**, (also watch out for the trappings of this one), then you will compete against others to get to the top of a ladder.

If you have **4. Need for Self Knowledge**, then you may find yourself slipping away from time to time. You may feel like a stranger in your own life. You may feel like you're being asked to be a robot with no feelings. You may feel invalidated. You may need time by yourself to work out what you really want.

And now I'll do **2. Need for Love**.

If this is you, then you crave human contact. (Maybe dogs, unless you're a cat person.) You may find yourself feeling alone on an island by yourself with nobody who understands you.

Whatever you need is, either let it drive your work, or top up that need to get your work done.

4. **Believe in your future again. At least a little bit**

There seems to be this big shared feeling / experience that the world has already ended and we live inside of Mad Max, Thunder dome or something.

Maybe we've had too much News, Too Much Politics, Consumed Too Many Doomsday Videos and End of the World Movies. But it's Brutal. People's subconscious brains don't know the difference between real and fiction.

Imagine a 5 year old girl who has to watch horror movies every night before going to bed. How is she going to sleep?

What's school going to be like for her the next day?

Wouldn't it be better to share something Life Affirming and Uplifting with her before she has to go spend 10 hours with her subconscious in dream land?

And what about you?

What are you putting into your mind?

Why don't you, as an exercise, try believing that 1 good thing will happen to you today and then celebrate the next good thing that happens.

I know that your social group or family may not take kindly to good news or happiness. I can tell you from experience, I've shared good news with friends and said things like, "I've just interviewed Australia's most Successful Entrepreneur", or "I've just Interviewed the 50 Hollywood

celebrities" or "I've just made 3 X $15,000 sales this week." and they roll their eyes at me. I've even had one mate who I was friends with for 20 years decide not to be my friend anymore. Apparently, he felt that I was always telling him what to do, even though he kept asking for advice. I thought when a person asks for advice, that they actually want Steps to Solve their Problem. Apparently that's only true with some people.

So, if your tribe can't feel your vibe for you, at least you should start feeling it some of the time, even if they can't. When you start saying 'Crazy Mantras' like "Witness the Fitness" or "Video Day is Pay Day", they may not get it. Find at least 1 person who does. Tell them about it.

5. **Stop listing rubbish over and over and start prioritising the important stuff again. Even if you can only do 1 Step.**

If you have no energy, there's a chance that you're just repeating all of the bad things that happen in your day. You may notice this pattern in yourself and others.

They ask you for help and you say, "OK. I'll help you. The Here are the steps."

They thank you and then you check on them a few days later.

You ask, "How did you go with those 5 steps? Did you get it all done, or did you get stuck somewhere and you need help?"

This question assumes that the person was prioritising these steps instead of putting out little fires in their personal or professional life all week.

If they reply with "No, because..." And then they give you a list, then it means that they are more focused on other problems that popped up in their life. They're probably overwhelmed and are probably embarrassed that they let you down when they asked for help and didn't follow through.

When you ask more questions, instead of answering the questions calmly, they start to feel cornered and feel that they need to repeat their list of bad things that happened to them over and over again until you go away and stop corning them.

They may say, “My family came over, my kids got sick, my heater / air-conditioned died, I had to hospital to pick up my partner, but my car died.”

And you ask another gentle question, they feel even more cornered and they say, “My family came over, my kids got sick, my heater / air-conditioned died, I had to hospital to pick up my partner, but my car died.” And then they say it over and over and over until you go away.

If this has been you and you’ve been the one repeating the bad things that have happened to you, then it’s a good idea to stop and to realise that you’re feeling cornered. What you really need is a moment to breath and a 1% win.

A moment to breath = You don’t want to feel guilty for not doing something that you said that you would do. Nobody wants to feel guilty. Just be direct and let them know that you appreciate their help, but you need a moment to breath. Let them know that you feel a little overwhelmed and cornered and need to get back to them shortly.

1 Step = Maybe you don’t have the time or recourses or brain function right now to juggle the million and 1 things that are coming your way. But if you could take 1 step toward progress, it’s better than 0 steps. If you take 0 Steps, then people have every right to believe that your promise means nothing. You don’t have to do every step right now, but please don’t get stuck here forever by being in the exact same spot later.

If you want to create a Video or an eBook and you've never made one before, then you should start by starting.

A long time ago when I was a lecturer at the academy of hypnotic science, I taught clients how to make eBooks in class.

I took a survey from every class that I taught, (over 3,000 students) because I wanted to see what step they got stuck on.

I'm going to give you a list of steps to writing an eBook, and I want you to guess which steps that over 90% of students were stuck on.

1. Open the laptop and open up a new empty word document.
2. Pick a topic and headline
3. Create an eBook cover
4. Name the chapters
5. Write 1 chapter per day
6. Edit
7. Convert into a PDF
8. Create an Opt-In page and upload the eBook.
9. Send Traffic

OK, out of 9 Steps, which step did Over 90% of Students get stuck on?

Yep. Step 1. They were too stressed to open up their laptop and to open up a new blank word document. So if you've done that, then you're ahead of 90% of people.

Give it a go. Thanks for Reading

Scott Lawrence