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INTERVIEW SERIES

3 Steps To Reaching A Higher Level Every Day:

**An Interview With Legendary
Motivational Speaker Les Brown**

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtofindseminars.com

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3 Steps To Reaching A Higher Level Every Day: An Interview With Legendary Motivational Speaker Les Brown

When Les Brown was in 5th grade, his teachers incorrectly labeled him “mentally retarded”, and placed him back in 4th. He learned the hard way that someone else’s opinion of you doesn’t have to be your reality.

He also learned along the way that there are essentially 3 steps to achieving even the highest of goals. And after Les started implementing those steps, he went from making \$10 an hour to \$25,000 an hour doing speaking engagements. And in this audio, you’ll hear exactly what those 3 steps are.

You’ll Also Hear...

- Why Les says you need to compile a “personal development” library – and how often you should listen to motivational messages
- How your personal relationships can hold you back or propel you forward – and how to pick good ones
- Tips for working actively and making sure every day is productive
- What Les means when he says “It’s not over until you win”
- How to stop letting fear and negativity get in your way
- The 2 things you need to know about life in order to be successful (and why you won’t hear these from other motivational speakers)
- And much more

According to Les, most people will go to their graves without ever sharing their talents, abilities, ideas or gifts. You don’t have to be one of those people. All you have to do is learn to achieve your goals by operating on a higher level every day, and in this audio, you’ll hear how to do that.

Hi I’m Raven Blair Davis and I’ve teamed up with Michael Senoff’s www.hardtfindseminars.com to bring you the Nation’s best interviews on business, marketing and success. Now let’s get going . . .

Raven: Les as I share with you careers about helping people wake up and realize that they have to take charge of their life they can't wait until they get that pink slip or until that job makes them so sick they can't go in they have to start having a Plan B wouldn't you agree?

Les: Well they can wait. They can be a volunteer victim or they can choose to step up and take charge of their own destiny. Because when you begin to look at it this is the age of what Ralph Waldo Emerson called The Age of Self-Reliance all of us know that there's no such things as job security and the 40/40 Plan is gone where you can work for 40 years, 40 hours a week doing the same thing and expect to retire on 40%, which wasn't enough in the first place, okay. So what I'd like to share with people three very important steps that will 1) help them to make the decision if they have not or 2) take their business to the next level if they've already made the decision.

Well there's three steps that's very important. Number 1 what you first said Mindset Maintenance? Listening to motivational messages on a daily basis and what it does is it begins to retrain your thinking that how people live their lives is a result of the story they believe about themselves. Now remember this how they live their lives is a result of the story they believe about themselves. And so when you begin to listen to motivational messages on a regular basis what it does is it over powers the story in your mind and stretch your mind, challenges your thinking, and eventually it goes from your mind to your heart to your spirit and you start acting on what you hear; faith comes by hearing and hearing and hearing. And so the reason that most people don't operate from their faith as opposed to their fears is because they don't feed their mind enough with things that can strengthen their faith and then cause their fears to starve to death. Taking the time to invest in your mind is so very, very, important having a schedule that you put yourself on.

Still to this day I listen to motivational messages everyday and I suggest to people take 30 minutes to listen to a motivational message when you first get up in the morning after you spiritualize your thoughts with scripture or whatever you read to help to empower yourself on a spiritual level and your meditation and prayers, then review the goals that you like to achieve and listen to positive messages for at least 30 minutes because whatever you hear of the first 20 minutes when you get up in the morning it will affect the spirit of your day. Do not wake up and have the news

playing and don't play the news while you're asleep at night because all that stuff goes right straight to the subconscious mind.

The next thing is make it doable. Read 10 to 15 pages of something positive every day just make it simple 10 to 15 pages. If you just do that 10 to 15 pages of something positive everyday seven days a week just like you brush your teeth, or you should seven days a week, this is mindset maintenance and will cause you to operate at a higher level. Now when I first heard this I said "Yeah right hearing somebody say that just all of us are just six inches from success." Well that was challenging to me because I was labeled educable mentally retarded when I was in the fifth grade, as you know, and put back from the fifth grade to the fourth grade and failed again when I was in the eighth grade. I have no college training but I remember hearing a speech once that they did a study to find top achievers around the world and they wanted to know what was the common denominator among them that enabled them to reach their goals and here's what they discovered that 85% of them reach their goals because of their attitude, 15% because of their aptitude. Now that excited me so I spent time working on my mindset on my attitude.

Oliver Wendell Holmes says that "Once a man's mind or woman has been expanded with an idea, concept or experience it can never be satisfied to going back to where it was." And when I heard the words that you don't get in life what you want you get in life what you are. "As a man thinketh in his heart so is he." I took that seriously and I spent a lot of time and a lot of money on my mind. I suggest that people start a personal development library. If anybody told me that that would lead me from earning \$10 an hour to earning now when I speak domestically \$25,000 an hour or \$50,000 internationally, and I don't say this to impress people, but to impress upon you judge a tree by the fruit it bears, this works if you work it.

The next thing that is very important is look at your relationships and asks the question, what are my relationships doing to me? MIT did a study and the study indicated that we earn within \$2000 to \$3000 dollars of our closest friends. People rub off on you. Dr. Dennis Kimbrough said "If you're the smallest one in your group you need to get a new group" because there's two types of relationships in life they're nourishing relationships and there are toxic relationships. Nourishing relationships they empower you they bring the best out of you, they challenge you, they hold you accountable they stretch you. I have a mentor Mike Williams he's been a major force in my life. You can't see the picture when

you're in the frame. And so you have to have people around you that are smarter than you that will tell you what you need to hear and not what you want to hear. So your relationships are very important. You want to upgrade your relationships and make sure these are people that challenge you and help you to grow mentally, emotionally and spiritually.

The other thing and this is major put your money where your mouth is. Because communicators you look at the presidential elections speech matters, message matters. I'll never forget Mr. Washington who challenged me said "You know man go to the board and work this problem out for me." And I said "I can't do that sir." And he says "Why not?" And I said "I'm not one of your students." He said "Do what I'm asking you to do anyhow." I said "I can't do that sir." And he says "Why?" I said "Sir because I'm educable mentally retarded." And the other students laughed they called me D.T. the Dumb Twin. And he said "Don't ever say that again." He said "Someone's opinion of you does not have to become your reality." And he told me the value and said "Mr. Brown develop your mind and develop your communication skills because once you open your mouth you tell the world who you are." He was absolutely right.

If you are an entrepreneur people hear you. I see people pass out their business cards and they spend a lot of money on business cards and stationary and no money on developing their communication skills. You pass out a business card or you have the impressive stationary or very expensive brochure all of that sets up the process of communication. People don't do business with you because of your brochure or business card they do it because of how you communicate. Is there a connection? Can I trust this person? Are they credible? Can I believe in them? Your ability to communicate helps you to develop relationships and empower you to negotiate. It is very important in the negotiation process and most people they neglect that which blows my mind. I've earned over \$55 million dollars because I took that seriously. It's really major.

Raven You know what Les everything that you have said you are so right on. The mindset maintenance I love the fact that we started out speaking about that today because it has truly changed my life. I had heard you several different times talk about your friend Boo...

Les: Yes.

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Raven and his cookbook. When Boo was healthy you guys discussed about having this cookbook. You use to say his cooking was so good it made you want to slap your mama or something. And I remember you sharing this story about I don't remember if the lady was at the gravesite or somewhere after he passed away she mentioned the book and asked you "Did he ever get a chance to write it?" And you said "No." And she said "Um he took it with you."

Les: She said "I heard you and Boo talk about the fact that you were going to write a recipe book with his secret recipes." And I said "Yes." She said "Did you do it?" I said "No he didn't do it." And she said "Ooh, he took that with him." Oh that grabbed me. And one of the things I do when I speak I tell people live full dying because most people go to their graves with their talents, their abilities, their ideas, their gifts in them and they never, never bring them out here in the planet so that we can be exposed to them. I look at my life I mean the most I'd ever earned in an hour and a half at this point in my life is the situation I'm about to tell you about is probably I would say it's probably around \$55,000 dollars because of a strategic relationship and things I learned from that person and the insights it went up to \$262,000 dollars.

And then I met another person about eight months after that he was doing an event, I worked with him and he reminded me of something that I said "You're never too old to learn and you're never too young to teach", and he's 37 and I'm 64. And he said "You teach me how to speak more effectively, you train my speakers, teach them how to tell a story, how to impact an audience, how to use human statistics and I'll teach you how to do what I do and how to become more impactful in terms of your presentation and your selling"; and I did \$410,000 dollars. Now a lot of people work a whole month and don't do that. So because of our relationships it is very important we look at ourselves and just make it important to monitor our relationships and upgrade our own skills and values so we can have something to offer but upgrade our relationships because it really determines how far you're able to go in life.

Raven Now Les for those people that are starting their home-based business and they don't have a boss around them, what tips can you share with us on working their business actively and making sure it's a productive day? Could you share your thoughts on that?

Les: The first thing that I think that is very important is you have to get an assessment of yourself. All of us have what I call Scotomas and that is blind spots, things about ourselves that we don't know. We've all smelled somebody's breath that was offensive but we didn't tell them. Well I think if you're going to become an entrepreneur it's very important that you 1) find a business coach somebody that you've met that you've interviewed that you resonate with that can help you to begin to find out what are your strengths and what are your weaknesses. In order to be an entrepreneur and operate from home it takes a great deal of discipline and focus. And in many homes a lot of people have all kind distractions and some people are easily distracted.

So some people have to have what I call a body with. I got to have a body with me during the day because I'm the kind of person I reward myself with peanut butter and jelly sandwiches, and I'm talking about super crunchy peanut butter I'm not talking about creamy okay. So if I'm in a house by myself I got to fix one until everybody get there and then I cut them in little slices and I eat them a little slice at a time so it doesn't seem like I'm eating four. So I found when I was in the house by myself working I'm doing a whole lot of munching and on the telephone but when I've got somebody there say "Les put that peanut butter and jelly sandwich down." And I took a test and found out that there are some people that are ADD well I'm ADD ADHP. Well I'm high in something, I'm one of those crazy ones my mind just running all the time all over the place. So you have to be a little off to work around me. So you have to have a coach and so I have to be corralled and keep me from working against myself.

My mentor he's very disciplined. He's a Virgo I'm an Aquarius. He doesn't let his beans touch his rice his chicken doesn't touch his beans, very disciplined. I don't understand that it's all going in the same stomach. Okay. He's a stickler for time very disciplined and he takes care of business and very organized. So he's helping me I'm not on that level I don't even know if I want to get to that level but I'm much better. And so you have to have people who can coach you because you can't see the picture when you're in the frame. So I have a coach, I have a business coach that will help me to maximize my potential as a business manager because my gifting is in speaking. And as a trainer I teach people how to speak but I am not one to know the business part as well as Mike. And so as a result of that level of coaching that he provides for me he's helping me to become a better businessman, helping me to do my business better, helping me operate within a game plan that will help me to maximize my potential.

Raven Going back to my taking charge of your life and making your dreams happen as a business owner these same people like yourself that have been my mentor, the interesting thing about it all Les is after all these years of studying you guys and learning from you all of a sudden at the age I am now I'm having the opportunity to interview you guys. This is something that was not even in the plan that I knew about but they say it's not my plan it's God's plan right.

Les: Yes. Absolutely. "Eyes have not seen, ears have not heard nor is it in the heart of mankind what he has in store for you if you're willing to leap and grow your wings on the way down." Discipline is very important, getting a business coach, someone that can help you stay organized and stay on point and keep the main thing the main thing and can help you to monitor your behavior, your execution and see how well you're doing and how you're operating in terms of staying on course. Are you on course asking yourself constantly the choices that you make? Because when you say yes to something you're saying no to something else in your life, when you say yes to someone. Learning to say no and to manage your time, manage yourself and stay focused in the direction of where you're going and never give up. You must be patient, you must persist, you must be willing to persevere and understand and know a dream has its own timetable in many cases some things we can predict but some things we can't.

Raven Yep.

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Les: And it takes you on a journey.

Raven Oh yeah.

Les: And be okay with that and trust the process.

Raven I heard an audio theory that you and Ona did I believe it was "It's Not Over Until You Win." Can you share some thoughts on that?

Les: Well one of the things that we have to watch is this inner conversation. Many times we count ourselves out and we throw in the tile on ourselves because we are governed by the story we believe about ourselves that inner conversation that we have. What I'm doing now I could have been doing for years but because I listened to the inner conversation that said Les Brown you don't

have a college education, Les Brown you were labeled that you were mentally retarded, Les Brown you're adopted you don't even know your birth parent, Les Brown you've never done this before you're not rich, you're not successful, you never worked for a major corporation. What makes you think anybody would ever pay to listen to anything that you have to say? What is it you have to say of any value that somebody's going to write you a check? And the thing is that it's not over until you win over the conversation that you have within yourself that you are holding yourself back.

There's an African Proverb that says "If there's no enemy within the enemy outside can do us no harm. And your willingness to come back again and again and again, not to give up, to understand and to know you will fail your way to success. That if you've attached yourself to a dream that you're passionate, and I believe that you were not born to work for a living but to live your making and living your making will make your living, eventually you will win, things will work out for you." When I started on this path I'm the most unlikely person that one would consider to win the highest award from Toastmasters International the Golden Gavel Award or to win the National Speakers' Association Hall of Fame Award the CPAE Award or been selected in 1992 by Toastmasters International after polling over 51,000 members around the world to select the top five speakers in the world and they selected Lee Iacocca, Paul Harvey the radio host and it was also Robert Schuller, General Norman Schwarzkopf and myself.

I know that what I'm saying does in fact work. If you challenge yourself, work on yourself, listen to programs such as this because what it does it stimulates your thinking and it stretches your mind and it allows you to live out of your imagination rather than your memory. Einstein said "The imagination is the preview of what's to come. Living from that place allows you to develop a winning strategy until you get there." And I say "If life knocks you down try to land on your back because if you can look off up you can get up."

Raven You know what Les we're going to get close to closing now but I wanted you to kind of touch on something. The big thing nowadays is Law of Attraction and before the big buzz word of Law of Attraction you were actually attracting what you wanted in your life because I remember hearing you speak about Robert Schuller Show.

Les: Yes Robert Schuller being on this program. Yes here's two very important things that's missing from the Law of Attraction which is a very good program and very good concept. And one of the things

that not only that's missing from there but all of the motivational books that you will ever read and that I've read that distinguishes me from the rest is that no one talks about the beat down. "And in life think it not strange that you face the fiery furnaces of this world" you're going to experience a lot of beat down. Life is going to wear you out you're going to want to throw in the towel on yourself. You will experience the storms of life no matter how positive you think it doesn't matter if you tithe, it doesn't matter if you pray, life's going to whop you, and things are going to happen to you and people you care about. Why? I don't know that's the way it's setup.

The other thing they don't talk about to the extent that they should is W-O-R-K work, you got to work. You sit around and talk about you believe and you visualize and will you achieve trust me, put work in there if you don't you can visualize you can affirm and they will come sit your little buzz out. See 98% of people don't want to work out only 2% are willing to work. And one of the things we said in order to be successful you must be willing to do the things today that others won't do in order to have the things tomorrow others won't have. The willingness to work, the willingness to discipline yourself, the willingness to be unstoppable, the willingness to come back again and again and again that's the name of the game and you will eventually have a major breakthrough.

Raven What's your Web site?

Les: It's www.LesBrown.com.

Raven And the last thing. Are you still doing your weekly teleconferences?

Les: Yes that's on every Monday at 8:00 Eastern Standard Time they can go to our Web site and see the number.

Raven Well this has been a pleasure. Thank you so much. I want to respect and honor your time.

Les: It's my pleasure and honor and I'm just very glad and just very thankful for the opportunity.

That's the end of our interview. For more interviews like this go to www.hardtfindseminars.com