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INTERVIEW SERIES

**Is Fulfillment Really The Secret
To Losing Weight?**



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HardToFind Seminars.com

Expert Interviews On Mind Body & Spirit

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 and health related 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.

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Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtofindseminars.com

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Is Fulfillment Really The Secret To Losing Weight?

When Freeman Michaels was on *The Young and the Restless*, he weighed 175 lbs, but was starving himself and smoking in order to maintain that weight. And still, he says, he was always 10 lbs away from perfect. And we all suffer from those "ifs" in life we think we need to be happy. "If I could only lose 10 lbs, then I'd be happy" or "If I could only get the perfect job" or "the perfect girl." What we're really looking for is fulfillment.

Freeman says the steps to happiness have to include having compassion for the person you are today, figuring out what you really want out of life, and taking steps toward that future. And in this audio, you'll hear all about that road to success and how to use it to stop beating yourself up about losing weight already and start giving yourself the gift of releasing that weight – and how to do that.

You'll Also Hear...

- The secret about The Secret and why Freeman says "affirmation without action is delusion" (in other words, making vision boards and thinking positively are not the only things you need to attract success – here's how to include an action plan too)
- Why Freeman says you actually need to throw out the scale in order to lose weight
- The difference between confronting someone and "care-fronting" them – and how care-fronting actually benefits you too
- How to use the power of daily intentions to "try a new life on" one step at a time while keeping your action plan going
- The 7 giving practices that can enhance your emotional well being and happiness
- The real problem with traditional therapy and why it may only make the problem worse by dwelling on the negatives
- How to find the real wounds in your life and "unwind your story" so you can truly heal – and how that relates to weight loss (hint: it's all in the way you choose to interpret things)
- The decision-making skills you can learn from emergency workers

Freeman says you can't judge or guilt-trip yourself into positive change – it just doesn't work that way, especially when it comes to losing weight. You have to come into it with an attitude of loving and nurturing – yourself and

everyone around you as well. And in this audio, you'll hear how it all fits together so you can become the fulfilled "you" you were meant to be.

Kris: Hi, this is Kris Costello and I've team up with Michael Senoff to bring you the world's best health-related interviews. So, if you know anyone struggling with their weight, with cancer, diabetes, ADHD, autism, heart disease or other health issues, send them over to www.michaelsenoffshardtfindseminars.com.

Today, we're talking with Freeman Michaels, author of *Weight Released: A Liberating Journey, a Powerful New Way to Release Weight Forever*. Freeman, thank you so much for joining us today.

Freeman: Thank you, Kris.

Kris: You talk about weight release and for our listeners out there that are struggling with weight issues and obesity, what is weight release?

Freeman: I'll tell you what it is not. It's not a weight-loss program because; I really don't want to see people lose anything. When we're talking about weight, we're talking really about the patterns of behavior around food. If people lose those patterns, if they give them up, they're going to have to find them or replace them because they served a valuable purpose. I have struggled with weight myself throughout my life and for me, what I recognize is that the eating patterns were a way that I coped with stress or anxiety. For a lot of people, carrying extra can be a way that they protect themselves from unwanted attention or make themselves feel bigger in the world. There are a lot of reasons for the pattern of behavior. If we don't recognize what the pattern of behavior is really all about and find, what I call, self-honoring ways to meet those needs then, the weight has to return. That's really why 95% of diets don't work.

Kris: Freeman, part of this inspiration sounds like it came from your own experience. You were an actor. I don't watch soaps so, I don't know for sure but, you're probably the sexy, hunky one of the guys on the Young and the Restless, right?

Freeman: That's right. What I was doing at that time because, I was very, very thin. I was 175 pounds. I have to tell you, 175 pounds is not my natural weight but, at that point in my life, I was starving myself. I was eating in an unhealthy way. I was even smoking cigarettes. I would go to the gym at midnight because I was obsessing. I had this relationship with the scale. I was always ten pounds from perfect. It was the way that I judged myself. It was the critic in me projected on this scale and I did that for many, many years.

When I quit acting, I went on a bit of a binge. This is true. Whenever you diet, whenever you're stick thin is going to be followed by a binge. I know that personally. I went on that ride. I did. At first I ballooned but, the real crisis happened. I became a real estate developer and when the market fell apart, I fell apart. That's a little bit true, my sense of self that I constructed it. I was successful because I made a lot of money. That really came apart. I actually had an event where I went to the emergency room with chest pains and wasn't having a heart attack. It was anxiety but, the doctor said to me, "Look, if you don't get your weight under control, you're going to have a heart attack or something is going happen." From a health standpoint, I was abusing my body.

For many years, I had done personal growth work. I was working on my Master's degree in spiritual psychology but, some part of me didn't connect the dots. I had this spiritual stuff and this psychological stuff over there but, I recognized at that moment, it was time to put the pieces together. That's how the book was born and that's when I really took the principles and applied them to myself. I'd already started doing life coaches so, this became me coaching myself. Then, I started taking on clients who were struggling with weight. That's how the program grew to what it is today.

Kris: What I want to ask first is how did you discover this? Obviously, it was a personal journey and how did you come up with this road map?

Freeman: I said earlier, I started to recognize my patterns and link my patterns to needs. I created these practices and this was part of

the work that I was doing, working a lot with intentions and creating a vision. The thing about intention and vision is it's very popular in the dialogue that's happening. The Secret came out and people are doing vision boards and stuff like this. I also said an affirmation without action is delusion. In other words, if we just say nice things about ourselves, we actually have to do something. That's where this rubber hits the road. For me, I recognized that I had been doing a lot of the spiritual talk or psychological background but, I wasn't doing the steps. What I had to create for myself was a self-care practice and I also had to recognize the pattern of behavior and find a way to interrupt those patterns. Here's what I developed.

I often use the analogy of an emergency worker who arrives at a scene of an accident or a fire. What they've done, they've actually rehearsed or practiced these ways of decision-making ahead of time. I had to do the same thing. I had to create these practices that I worked on ahead of time. So, when I got triggered and I was in that unconscious eating pattern, I could interrupt it and I had something to do. That's a huge piece because, even if we recognize they're in a pattern, you actually have to have a way of interrupting the pattern and then you have to have something to replace it because, it's linked to something deeper than just the eating. Does that make sense?

Kris: It does! How does somebody start? In your book *Weight-Release*, one of the things that you mentioned was, "Throw out the scale," this is really radical for a lot of people probably.

Freeman: Yes, because it's not a self-loving instrument. It sure as heck wasn't for me. You got to lose ten pounds to be perfect. I was always judging myself. If I ever wanted to feel bad about myself, I could go stand on that thing. People look in the mirror and they don't like themselves and if that's the foundation for their change, it's not going to be lasting. It just doesn't work. You can't judge and guilt-trip yourself into loving yourself. It just doesn't work. When people decide that they don't like themselves, they reach for any diet or weight program. What happens is they make horrible choices. I know I did.

What I used to do is I used to find really extreme programs. I think it was the way that I was punishing myself. It was these boot camps. The thing, it's not sustainable. You can't go on the watermelon diet and eat watermelon for the rest of your life. It's not a self-honoring choice. I had to learn to make choices, just finding foods that I like. I don't do the extreme stuff. I don't go to the gym. I don't like the gym. I walk every day. It sounds so simple but that really is. I walk every day and my wife and I do yoga two or three times a weeks and that's it. That's the exercise.

It's not an intense program in that regard. Cumulatively, the choices I'm making around the kind of food I want to eat. It's not about restricting it. It really isn't. It's a different orientation and then, it's really sustainable because, I'm so grateful for this process and the food I eat, I look at it in a different way.

Kris: When somebody comes to you that's really overweight, where do you start?

Freeman: We start with an inventory. This is going to sound a little bit odd too. We want to see the level of fulfillment is in their lives. From my perspective, fulfillment is the only accurate measure of success. I'll explain this a little.

For me, I had all these outside notions of what would make me happy. If I had enough money, I would be happy. If I had letters after my name or got the girl or had the big house, all these things I was chasing. I got some of those things. I was on a soap opera. I did make a lot of money as a real estate developer and none of them inherently were fulfilling.

Kris: You had a dream that many, many people want at that point it sounds like.

Freeman: That's right. That's the craziness of it all. What I recognized, I had to find out what really feeds me and that's really the right word. What we want to orient these folks towards, especially personal fulfillment and then we want to recognize the quality in certain experiences that made those experience fulfilling. Then, we want to direct their lives. We use intention which is a healthy

thought. We want to direct their lives towards those qualities. What we want is their level of fulfillment goes up in their lives. We want to recognize what choices in their lives that are serving them and what choices in their lives are not serving them. In this context, a lot of the choices, unconscious as they may be, around food may not be serving them. We want to shift that so that their focus now becomes about things that they do want for their lives.

This is the big debate between what I do and maybe what a therapist might do. I'm not putting down therapy in general but, I can see some pitfalls with this. Having done some of it myself, I know that often times, when you walk into a therapist office, the first question is, "What's the problem?" That's the focus. In order to be in therapy, you have to keep having a problem. What they're giving you is compassion. That's a piece. We still want to get the compassion but, we don't want to dwell on the problem. Then we feel like a victim and that's a very disempowering place to come from. This is a different orientation.

Kris: I love that story in the book, where the overweight woman comes to you and says, "How are you going to make me lose weight?"

Freeman: That's right and I said, "I'm not." She was ready to walk out the door. The other part was she had lost a lot of weight. I said, "First of all, I'm not going make you lose weight. The second thing is that I'm concerned about the weight you've lost because; you have this whole self-denial, this rejection of yourself." She was such a beautiful woman. It was so wonderful to see her incrementally over time shift in her own brain into getting it, loving herself. I hear from her once and a while. She's doing great.

This has been the real joy too. It isn't that I was able to do something for myself. It's that the clients who I've been working with who are really getting these principles. I call it a liberating journey. The liberation is really releasing the burden of a thought system that has us kept in these unhealthy patterns because, it is such a burden. Anyone who is caught in the unhealthy pattern knows it. They feel guilty and they've been out all the time and I

know I did. To help them to liberate from the thinking, the weight is second. We've watched it. Yes, it's great. It's getting release but, the orientation towards really nurturing and really taking care of themselves and learning how to lead with their gifts, and sensibility. For me, that's very fulfilling to watch that occur.

Kris: For more interviews on health, mind, body and spirit go to www.michaelsenoffshardtfindseminars.com.

Very transformational I would image.

Freeman: That did and the transformation is an inside-out approach. So many people want to do it from the outside in and it doesn't work. You have really have compassion for yourself. Compassion is doorway to clarity. Judgment is the distortion. When we are judging, we can't see the whole picture.

We also work on practices out in the world. For example, I often have my clients practice kindness or practice compassion (that's a better way of putting it) as a way, to really recognize that that's a need that they have, that they want to be met. We're conscious about that because, a lot of people, they give to get in the world. You know these people. You say, "Ok they're giving but, I'm kind of worried about that." First is giving as a way of practicing something that you consciously know you want more of so that you can give it to yourself. That's the orientation of my perspective.

Kris: One of the things that you talk about, the seven giving practices that enhance your emotional well-being and your happiness. What are those?

Freeman: There are several of them. I mentioned kindness which is very important. The other one that's still important is practice creating value. So, when someone is calling it a weight issue, there are two things going on. One is these unhealthy patterns of behavior and the other is a negative self-image, low self-esteem is another way of saying that. One of the things that happens, we can really get caught in this victim's conscious but it's also been called scarcity mentality. The idea is that we're

complaining. We're caught in the negativity. We're always giving as little as possible and I say, practice creating value. It's so healthy for your self-esteem to feel like you're being of value and of service in the world. What happens is equivalent to trading time for dollars. In other words, you worry about how much money you're making an hour. I always say, "Spend time creating value and you'll never have to worry about money because, when you're valuable, people will pay you for it. When you really create value, you don't need to worry about hanging on to your job because, you that's a different orientation. Everybody wants employees that are valuable. So, it's different way of thinking.

We have people do to these practices, practice praising, that's a really important one. We give permission for our own gifts and talents to come out by recognizing it in other people. That really translates. As we start to recognize, "Oh, I'm giving permission for other people to be talented and gifted and that gives me permission to be more gifted and more talented."

One of the practices I want to bring up because it's really important is the gifted one, practice "carefronting." One of that's really important in my office is that we hold ourselves and others accountability. That's a huge part of it. This isn't just a "think positive" kind of thing. Thinking positive is critical but, we also want to really gain our integrity and find the voice to ask for what we need. "Carefronting" is a very important skill. The opposite of course would be to confront. When you confront, you're usually trying to make the other person wrong. "Carefronting" is a very different way of approaching it.

Kris, I'll demonstrate with you, if you don't mind. I might say to you, "Kris, I really care about our relationship. I don't want there to be a misunderstanding between us. I want to talk about what you said yesterday because, when you said it, my feelings were really hurt." You see how I approach it from a very different way instead of, "Kris, you're a jerk. I can't believe you said that to me," or something like that. "Carefronting" is a different way of approaching things. It really holds in our consciousness, "What is it we want? Is it to be right or is it to mend the relationship?"

Kris: It sounds almost you need to practice in the beginning because, I haven't seen that much out in the world.

Freeman: We are so quick to bicker. We're so quick to take side. This "carefronting" is a very different orientation but, for folks who struggle with weight, all of these are things that we need to practice. I know I did. Of course, it extends beyond weight. It's just one of those things when we practice being in a kind of consciousness, using intention and vision work, when we're clear about what it is we want in our lives then, everything we do or say is either in alignment with what we say we want or it's not. That level of consciousness where we're really directed changes everything.

Kris: I think that's something that people struggle with often is that being clear about what they want, especially overweight people who, many that I've met are people-pleasers. How do people get clear? What have you seen works for that?

Freeman: What we have to do is we have to often unwind the stories and realize the stories is the best way we've known how to frame whatever it is. If something happens in our lives, we make up a story about it and that has a lot of interpretation in it. The question I always ask is, "How is that working for you? How is the story you're telling serving you?" A lot of times, they say to me, "It isn't." Then I say to them, "Good, then you're going to need to tell a different story." I know that can be very complicated but that's what happens. I say, "That's fine but, from a compassionate perspective, we often find we can unwind this stuff and see it from a very different vantage point that is to our advantage."

I give the example often times, we take in terms of wounds a lot. A wound is any place from our emotional history that still holds a charge. It isn't some traumatic event that then causes the wound but the wound isn't actually from the event. The wound stems from the interpretation of the event. So, it's the shame, the blame and the guilt that are causing the wound. The minute we lift that off is by offering compassion to ourselves and others. We have to be able to recognize that whoever else was involved in that experience was doing the best they could. They

were doing whatever they were doing. The idea is to not take that personally. To recognize that that's them and here's me and it's my interpretation that's causing.

Kris: That was interesting in *Weight Release*. You're story about being a young child and having been teased about weight and having a mental image of being a chubby kids and then finding photos years later where you actually weren't.

Freeman: That's classic misperception. I heard the teasing of the kids and I internalized it. They called me "Fatass Freeman" and that the fat and the Freeman, those two words are linked together and that's why they said it. It was not because I was necessarily inherently fat. It was that was what I responding to it, so the kids kept doing it. I misinterpret that. I have this crazy image in my head. "Of course, I was fat as a kid." I wasn't a ten. I wasn't a thin but I wasn't by any means fat. There's the classic story that I told that was inaccurate but, I had no way of knowing that.

I'll tell you another secret about me. I wet the bed until I was probably eleven or twelve and that was so traumatic for me, long into my adult life. It was a secret I didn't want anyone to know. I had wanted to go to this sleepover. My mother called the other mother and said, "I know he's ten years-old but he's going to need to wear a diaper." It was so stressful and I have so much shame about it. The minute I said it and offered forgiveness and compassion to myself, I can't tell you the level of relief I felt. That again is the liberating journey. It's this lifting of this burden that we're doing something wrong. Getting on the other side and having compassion for our humanity. That allows us to step into a sense of ourselves that's much more rewarding.

Kris: Acknowledging that process and the experiences sounds like a really important...

Freeman: ...piece of the puzzle, a critical piece. Anything that we deny or reject, it grows. It's in the back of our consciousness. The more we have to hide, the more uncomfortable we feel in the world. We have a secret. I just can't tell you how painful it was to have secrets in my life. The minute I took the top off the secrets and

started sharing them in a way that was healthy and nurturing, I started to realize that this is something that lots of people struggle with. All of a sudden, I was okay.

That's why I offer when people buy this book that there's group process. They can go on my website: www.servicetoself.com and they can download this group process because when we do this work with other people, often times, they're doing our work for us. They're doing some work and we say, "Oh that's so interesting," and next thing you know we're saying, "Oh my gosh! That person is me." When I said for the first time that I wet my bed until I was twelve, I was in a group and one of the guys said, "So did I." I said, "Oh my goodness. You're kidding me." Then, we started sharing our experience and I just felt so grateful because, I wasn't alone anymore. I called it "the hell of my own creation", which was all these judgments I had towards myself.

I released the weight. Ok I'm not 375 pounds anymore but that's not what really got lifted. It was the burden of this thought system that I carried around that I had to be somebody, this "ought to", this "should have", and all these messages my brain that I had to unwind. I had to have a different way of looking at myself and the world around me that, in essence, served me. The other one didn't. I just didn't know that.

Kris: With *Weight Release*, do people also follow any kind of diet or everybody on their own in that or how do you work that part of it?

Freeman: Here's what I say, a lot of people who are heavy are going to need some kind of plan because, what's happened is, they're putting more food in their body than their body needs. That's logistically what's happening. So, they are out of touch with what's an appropriate amount of food would be. I actually support lots of different approaches from a dietary standpoint. The only thing that's critical is the attitude they go to it with. If they come to it with the attitude that, "This is how I'm nurturing myself" and they have that orientation then, that's the piece of the puzzle that I provide and we have a nutritionist. For people who want to work with our process, they can do that. He's

wonderful and he can really help them with that but, they can also do plans on their own as long as it comes from a perspective of honoring themselves, taking care of themselves, and nurturing themselves. What we're really trying to change is the relationship with food. If it comes from a place of guilt, it becomes about counting points to the degree where that becomes the new way of beating themselves up, stop. We need to do a new orientation.

Kris: This Kris Costello reporting for Michael Senoff's www.michaelsenoffshardtfindseminars.com.

Most overweight people have many, many different diets quite well memorized.

Freeman: That's it. I always say, "You know what to eat. That's really not the issue. It's the orientation with it." I tell you some of the steps of these things. I keep little things like breathe between bites. That's seems really silly, "Oh breathing? Like that's really going help?" It does. We do this thing we called "Body Talk" where you actually have a conversation with your body. Sounds hokey but at the end of the day, you're out of touch with what your body really needs. There's a process of getting back in touch with your body needs.

There are skills and tools within the process that are highly effective for helping people. I'm not against people having outside resources to compliment the work that they're going to do with me.

Kris: Another thing that you write about on your blog <http://www.servicetoself.com> is what is the truth behind the American obesity crisis? We have a country now and we're looking at the world soon that is just struggling with tremendous challenges with overweight kids, overweight adults, and obese adults. What is the truth?

Freeman: The blog, the title was *Fat to Starving* and the idea behind the truth is that it's not just a health crisis. I believe it's a spiritual crisis. I believe it's an emotional crisis. I think people need to get back in touch with what really feeds them. We are so caught up

in these images of beauty and success that aren't serving us. 50 years ago was considered beautiful. Today, she'd be considered overweight. You go to the museum and you see thousands of years of pictures of women and their bodies didn't look like stick figures. What are we doing to ourselves? We're out of touch of what really feeds us. We're orientated towards these notions that don't serve us. We all personally need to take an inventory and figure out what really feeds us and direct our lives and say no to the industries that aren't supporting us.

I'm grateful in Southern California and I know in the Central Valley, we're seeing more Whole Foods pop up, more Trader Joes. This is fantastic. We are seeing some of the big supermarkets shut down because people are finally recognizing, "Wow! I don't want to be putting that into my body." I say often because it's become a political move. When things get politicalized, they don't often change but when they are personalized, when people take personal responsibility, the world shifts dramatically. That's what I am really encouraging is that people taking this obesity crisis seriously. The word crisis is interesting because, in Chinese, it's represented by two characters. One of those characters by itself means danger and the other character by itself means opportunity. I see this as an opportunity.

Kris: It is. There's been a lot of dialogue that's coming out and a lot of people are getting a lot more information now about what's healthy food and that's going to be helpful.

Freeman: It's valuable if we're coming at it from a self-loving perspective. If we find it as another way to beat ourselves up, then it doesn't help us.

Kris: What else can you tell people? For that person out there that's listening that's feeling overwhelmed about being overweight and wants to try and change their lives, what else can you tell them?

Freeman: The funny thing about the word is change. When people come to me and say they want to change, I often take that as an indication that they don't like themselves. I want to be a little careful with that word, just because of the way that some people

are using it. Maybe what people want to do is grow. Maybe they want to heal. Maybe they want to evolve. I don't know what the word is for them but they have start by accepting themselves where they are. That's really it because; the truth is they've done the best they could until now. These ideas, this approach is new so, let it be new. What I offer to people is try it on one step at a time. I call it stretches. You just stretch into it or put your big toe in the water.

I have a site called www.wintentions.com. It's a free social networking site. It acts a lot like Facebook but it's really about being intentional. It's not about what your dog ate for breakfast or something like that. People can go on and form groups, friend people. They can share their daily intentions. They can pick, I think there are six categories, of things they can work with one of course, is *Weight Release* but there are other things like parenting as a vocation or relationships or career. You can pick these categories or groups that they want to be very intentional about. This is a very powerful thing. I do it every day. I do the daily intention with a group but that's one that I do. My wife does it.

It's very important to keep putting it out in the world what it is that we do want. When we focus on what we don't want, we don't to get more of what we don't want. Really being clear on where we want to go. As we talked about earlier, when people go into the therapist office, they establish the problems and that's the focus, they're going to get more problems. Whereas when someone comes to me, I ask them what they want in their lives. Then we orient towards that. They will meet with resistance. They will meet with all the issues that come up but at least we know where we're going.

Kris: That's so refreshing. To start with that question of what do you want rather than, how can you fix yourself.

Freeman: The truth is you're not broken. That is the spiritual truth. We all feel broken but the truth is we're whole. It's really remembering or recognizing, recognizing, putting back together the truth about ourselves and the truth is we did the best we could. The main thing I want to offer is that people who want to heal there

are so many resources out there. I'm doing my piece but, there are other things that people can do. Again, in the book, I recommend that people supplement the work with other things that honor them so; they really move their lives in the direction that's going ultimately be in great service out in the world. I'm not saying company services itself but the premise; you can't give service to other unless you're in service to yourself. When people are more self-centered, I'm not saying egotistical or narcissistic or anything like that, I mean that they really recognize that taking care of their own needs allows them to give their gift. Everyone's got a special gift. Everyone's got some collection of gifts, talents, abilities, experience that I believe the world needs.

Kris: We just want to thank you Freeman for joining us. I'm looking forward to checking it out and looking forward to what your next projects are.

Freeman: I'm very grateful. Thank you.

Kris: Thank you.

Michael: That's the end of our interview with Freeman Michaels. I hope you found this helpful and for more great interviews on inspiration, motivation, health and wellness and marketing go to my site: www.michaelsenoffshardtfindseminars.com.