

Smart Ass Success Teleseminar

Week 2 – The Lazy Person’s Guide to Success!

With Bill O’Hanlon (www.BillOHanlon.com)

Interviewer: Avish Parashar (www.MotivationalSmartAss.com)

Avish: Welcome to the Smartass Success Teleseminar Series. This is Avish Parashar and you are here for Week #2, which is the Lazy Person’s Guide to Success: Finding the Easy and Fast Route to Income and Impact Without Working Yourself to Death.

Our expert for this week, talking about that awesome title and topic is Bill O’Hanlon. Hello, Bill.

Bill: Wow! Thank you, Avish and I have to say that even though you and I share that trait of wanting to get the most impact for the least amount of work and we tend to be, lean towards the lazy. This session will be even good for those people who really love to work and feel they have to work all the time, so we’ll include them too.

Avish: Thrilled to be with you because if you love to work all the time, the stuff we're going to talk about, we’ll show you how to have even more results from that work you're working all the time doing, correct?

Bill: Right, exactly, exactly.

Avish: Alright, great. Well, Bill, let me just start right off the bat by there may be some people who have to drop off early, and so if someone is listening to this and they've got to leave early, but they really like what you're saying and want to learn more about you or maybe pick up some of your books, because you have quite a few, how should they find out more about you?

Bill: Just billohanlon.com. B-I-L-L-O-H-A-N-L-O-N.com. That's enough of that propaganda, let's move on.

Avish: Okay, well, then let's get started. We're going to be talking about just to frame this for everyone listening, I’m going to have you explain a little bit about what this whole lazy man thing is all about and then we're going to talk about some really interesting topics such as: The 4 energies, which I like this title or this subtitle, it’s about discovering your inner rocket fuel to keep you going. Then we're going to talk a little bit about how to deal with crisis and setbacks, and then we’ll move into how do you move through success even if you feel like

you're stumbling or making mistakes, and then we're going to talk about how to make changes in your behavior by doing one thing different.

There's some great content and I have to say, not to put anyone else down, but just reading the information you gave me about what we would cover, this is probably the session I'm most interested in because I feel like I'm going to learn a lot, so I'm really looking forward to this.

Bill: Great, well, thanks. That's nice of you to say.

Avish: So Bill, let's get started. What I like to do on these calls is I want to get your backstory, but first, I want to hit people with some information. So I'll ask you a little bit about how you got to where you are in a moment, but first, alright, we joked about at the beginning, talk to me about the lazy person's guide. What do you mean about – why is it called The Lazy Person's Guide?

Bill: Well, I haven't had a job since 1981. Let's just say that. I worked in jobs and institutions that I could get along okay, but I always felt like I was sort of ripping them off because I didn't want to work the hours they wanted me to work or do the work they wanted me to do, at the time, they did. I found ways around that and I made myself do it, but I just have a certain sense that – maybe lazy is the wrong word, but I do like to be lazy. I like to flake out and read and play music and go to movies and just hang out. I love that stuff, but what I want to do is the stuff that I just love that doesn't feel like work and I don't want to do that all the time either. I want to really make it efficient so I make the most bang for the buck without working yourself to death, as I said in the title, and I have figured out a way to do that, after stumbling around for a lot of years, and I've written 34 books.

I've traveled around the world and taught on a couple thousand workshops and from being a poor hippie who didn't have a clue about business or money or anything like that, I have an amazing life. I don't have to work more than a couple of days a month and I make good money, more than I ever imagined, especially when I was a hippie and I wasn't interested in it, and I've been able to accomplish much more than I expected and looking back, I figured out some principles.

Actually, my sister asked me one day. Her husband was just clueless of what he wanted to do. He had a job, but he didn't like it and she said, "You seem to love what you do and you're really successful at it. Give me the principles of it." I said, "I don't know. It was just my own path." But after a couple years, I decided, "I can talk about this and I do have some principles." So that's what we're talking about today.

Avish: Yeah, that's great and I remember my journey to here, actually you and I had a conversation at an event we were both at, where you started talking to me

about some of the stuff about finding the stuff that drives you and whatnot. That was actually before I put together my Smartass Success eBook, but I'm sure was also influenced by you, so that's awesome.

Now is this – are we basically just going to be talking about the thing people always talk about, which is working hard versus working smart, or is there more to it than that?

Bill: No, no, there is more to it than that. I think for me, the first thing, and when I looked back on where I'd come from, which was a pretty lame place. I was really shy, very anxious, very depressed and I got so depressed in college that I almost killed myself and a friend talked me out of it and made me promise not to do it. Then I was sort of stuck. It's like, "Ooh, I promised her. I can't kill myself. Now I've got to figure out how to be here."

In retrospect, that was one of the better things that ever happened to me. I heard someone say, "Hitting bottom is a great thing, if you can get back up." So when I hit that bottom, I realized, "Okay, I've got to figure out why I'm here and find my energy and passion for living," because I was depressed. I didn't have a lot of energy and I discovered over the years, I was trained as a therapist, so I've worked with people over 30 years on their inner lives and their outer lives, and what I discovered from my own field experiment with myself and with those people is that there are four energies that make it less effortful to do life and figure out your directions in life too.

So let me just give you the quick – you like these sound bites, I do too, and they're the quick sound bites about these four things that you can tap into one or more of them and it's like rocket fuel. It will propel you. It'll give you direction as well as rocket fuel to go where you want to go.

It's Blissed, Blessed, Pissed, and Dissed. Blissed is easy. That's somebody who just finds what they love. Steve Jobs just died and I was reading his biography and he just loved math, science. He loved business too later, but he just got into computers, electrical stuff and computers, and he met Wozniak, who – and the rest is history, but he figured out what he loved early on. He loved aesthetic things, so finding your bliss for some people is easy.

For me, it wasn't. I more knew what I didn't like than what I liked, but then being blessed is the second release of energy or directional energy thing that somebody believes in you, sees something in you, and encourages that something in you. Maybe somebody with you, Avish, said, "You're funny." Or, "You're really quick." Then that got you into improvisation. Maybe you discovered it yourself, so you were either blessed with it just naturally or somebody blessed you by recognizing and encouraging that in you. That releases an energy and gives you a direction.

But most people in life and maybe you, certainly me, I got my energy more from the negative side of things, if you will. Pissed and Dissed, I was dissed in that I was wounded. You've been disrespected by life, wounded by life, and I had some various wounds and I don't want to go into those. I'm a therapist and I could go on all day about that, but basically when I got depressed, that was my kind of lowest point and from there, when I came through it, I had a sensitivity to other people, which led me to become a therapist.

I thought, "Well, I know what it's like to suffer and also to come back from deep helplessness, so maybe I can use that terrible experience as a sensitivity and to energize my interest in this area," and I started studying psychology, then I became a psychotherapist and that was great until I actually went into practice as a psychotherapist. I worked at a mental health center and I realized that a lot of my colleagues didn't believe people could change or they were very discouraging about change and I got pissed off about it, to tell you the truth because I thought, "I was a basket case, almost killed myself, and now I'm a pretty happy and functional guy. I believe people can change. Why are you in this field if you don't believe people can change?" I got pissed off and started railing against my colleagues and they didn't appreciate the non-constructive criticism because I would just tell them they were screwed and they were wrong and I was a young therapist, so they'd say, "What do you know? You just started." I thought, "Who do they listen to? They listen to people who write books and teach workshops."

All of a sudden I had this terrible realization, "Oh no, I'm shy and I need to teach workshops and go out and do public speaking and I need to write books and I can't sit down. I'm a little sparky and I don't know how to sit down and never written a book." I had no desire to write a book, but I knew I needed to to influence people.

So the two energies that really compelled me were pissed and dissed. That is people disrespected you, wounded you, and somehow when you – you either show up at the work or school with the AK-47 or you turn those negative energies into something that gives you a direction and energy and I was so motivated to change the field of psychotherapy, which I thought frankly was screwed up and wrong, for the most part, and I wanted to bring a more positive and change-oriented focus and I spent 34 books and 30 years doing that in my field. I had a big impact. It didn't seem like work because I had to do it, and that's part of the key to a Lazy Person's Guide to Success and that is find something that doesn't feel like work because it's so energizing for you, you're so energized about it, you don't have to work at it.

Avish: Well, that's great Bill. You just kind of rolled through about half a page worth of stuff I wanted to talk about, so I'm going to go back to some stuff in a moment, but we're talking about the four energies right now. I mean this is great, Blissed, find out where you're blissed, you're blessed, you're pissed, or you're dissed.

Now, I'm sure there are people listening, because I think when you first told this to me, a bell went off in my head. The next question I had was how do I figure out which one it is because when I sat there for a little bit and thought about it and nothing jumped out at me right away. So how do you kind of dig in and figure? The overall focus on this 7-week course is how do you figure out what you want and then how do you create your plan and how do you go get it? How do you stay on track and get your mindset right?

So this is really an important part of the first step. So how do you figure out which of those it is?

Bill: That's right. I think I sort of glossed over that, but here's what I would say is what do you find yourself naturally gravitating towards? Maybe you play video games all day and all the people that know you, your parents and your friends say, "What a slacker." But you just are fascinated with video games, and it may not be – your career may not be in video games, but it may be something related to that.

I was just seeing this thing online or this woman, Jane McGonigal, who created a game and she was obsessed with games when she was younger and now she does it as a career, but she also had a serious illness or a physical problem and she used game strategies to help get her out of it. She'd find allies like you do in a video game. She found her strengths. She gathered more weapons and she did it in a game way and I thought, "Well, that's following your bliss." So figure out where your energy naturally goes. If people aren't paying you, what do you spend time doing? What do you spend time focusing on? That's one way.

The other thing is what just gets you to yell at the TV screen or the radio when you hear it? If you watch a certain thing, and you say, "That's just totally wrong!" We have mutual acquaintance that we do business with, Fred Gleck, and I can – we always joke about it, you and I, because we know how to get Fred going. All you have to do is mention somebody who's doing something that's unethical online and Fred's off on a rant. So you know where his energy is because he thinks that people are unethical online and doing web marketing and Internet marketing and that's what he stands against.

So we can tell when he gets energized, oh, that's a hint. It's like an energy meter, like that old Jerry Maguire line that says, "Show me the money, Jerry! Show me the money!" I say, "Show me the energy." Pay attention to that energy meter. Where does your energy drain? Where does your energy go up?

For me, again, back to this Lazy Person's Guide to Success: The Fast and Easy Route to Income and Impact, I realized I hate being scheduled. It's one of the things I hate the most. It drains my energy to have a lot of things on my calendar scheduled. I love to have swathes of time where I'm not scheduled.

Not that I won't do things and I won't do productive things, I just don't want to have to do them on a certain time or be scheduled for a certain time.

So figure out what raises your energy and what lowers your energy and it's either what pisses you off, what's missing in the world that you think is wrong. It's where you have a sensitivity, like your mother was abused and all of a sudden any time you see any woman being abused, you just get livid and enraged. You're energized about that area. So figure out how to work in that, prevent it, write about it, be a journalist that investigates it. I don't know what, but your energy will give you the direction, so what drains your energy and what gains you energy.

Avish: So I have two questions on that. First off, is I was just reading or kind of relooking through your book, *Do One Thing Different*, and there you talk about being solution-oriented. In this example you just gave about, you don't need to necessarily analyze or understand why that particular thing gives you energy, right? If it energizes you...

Bill: Exactly. You don't need to know what the original source of it was. Some people figure it out. Some people get that insight, but it doesn't matter. Whatever – just pay attention to right now and what energizes you or drains your energy, one of those two.

Avish: And this can also – or the second question is this can also work on kind of a microlevel or a macrolevel, right? You can be thinking in the big picture, “This is what I really want to do.” But then like you were saying, in terms of just your weekly – you don't like to be scheduled. These four energies can apply not just to your big grab life picture, but also to how you approach your daily tasks? Is that correct?

Bill: Right, exactly. One time I did an exercise in some sort of self-development or business development thing and it said, “Write down what would be happening in your ideal day.” I thought, “Oh, that's interesting. I mean I never really thought about it that clearly.” When I wrote it down, I realized I wouldn't be scheduled. There would be nothing scheduled.

So you can, again, get some insight into it or you can just – you have to have a little self-worth. Pay attention to what drain your energy. When you wake up and you see 18 things on your calendar, does that excite you or does it drain you? For me, it drains me. Other people it's like, “Great, I've got a full day and I've got clients scheduled. I'm going to make some money and that's really cool.” For me, no, that didn't do it. So yeah, I think it can be used as a day-to-day or it can be used in the 30,000 foot viewpoint on your life. Where do you want to go? What do you want more of in your life? What direction do you want? Maybe even what career do you want? So you can use that at both levels. Good question, yeah.

Avish: Yeah, well, I think it's so interesting and it's really doubly interesting to me, you mentioned Jane McGonigal, because I read her book earlier this year called *Reality is Broken*, which is about applying game principles to life and from that, I completely changed how I looked at my week. I used to try to have daily habits, like I'm going to write this much in the morning and then do this. I realized I hate that routine repetitiveness, so I started breaking my week up into blocks. I'm like, "I don't care whether I do them all in one day or it spreads out over a week," but it became like a game for me and since I made that little shift, my productivity has gone so up just doing what you're saying, which is finding what energizes me and then turning that into a system, so I definitely agree that this could really make a huge difference.

Bill: Yeah, right. Good.

Avish: One more question on these energy things. What if you figure out what your driving energy is, but it doesn't seem to be something that's going to pay your bills? Do you try to craft into something that will or do you just not worry about the...?

Bill: Good question. You may have to do it as a hobby for a little while and you may always keep it as a hobby, I guess, but what I would say is you've got to find something that pays the bills initially, and meanwhile, do all that you can to put energy into that level. The money will come later. It's like Bill Gates is obsessed with programming and these new things called computers. He's going to Harvard. It would make more sense to stay in Harvard. You're going to probably get more bang for your buck if you get a Harvard degree, but he followed his bliss and at first, it didn't look like it was going to pay off, but he found a way to make it pay off.

First, don't give it up. Don't give up your day job first. I did, but I wouldn't recommend it. It's a hard road to haul, but stay with it some part-time and then just get obsessed with it, but it doesn't turn into an income or a career until you do something with it and put it out in the world. The first level is what I would call Soulful Obsessions. You're either pissed off or upset about something and you want to change it in the world or you're blissed out about something and you love this thing, but you've got to spend a lot of time with it, like a gamer would spend a lot of time with it. That's a good analogy. Or like a person who is obsessed with tennis, would spend a lot of time playing tennis.

At first there's no income route, but after a while, if you get good enough at it and then you start to move out into the world to let other people know about this and to give other people a chance to connect with you about it and to pay you for the value you might create for them.

So I did have a bliss. I studied with a psychiatrist, an eccentric psychiatrist named Milton Erickson and he just had a different approach, a hopeful approach, an optimistic approach to people and he was endlessly creative and he had a great influence on me, but he wasn't that well-known in the field. I became obsessed with his work. I'd read it again and again. I listened to everything I could about it. Went to workshops about it and I became one of the world's leading experts on this guy, Milton Erickson, and his approach.

I, at a certain point, started – volunteered to do a newsletter. I didn't get paid for it, on his work and there was an organization that was created about his work and so I didn't get paid for that. But ultimately, I started doing workshops telling people about his work and I put the notifications of my workshops into that newsletter and I started to get hired.

So there will be a path income, but it's not direct at first. At first you just have to be soulfully obsessed with this area. Then you have to start to get deep knowledge and then you have to put that knowledge out in the world in a tangible form as a newsletter, as a blog, as an eBook, as a book, as a speaking engagement, audios, videos. You create this central hub for all the information on that and then you become recognized as the expert and then somewhere out of that and you have to be creative about this, and I know you've coached people on this, to how do you turn that into income-producing stuff.

I had to learn it because I was trained as a therapist and I was a hippie too, not interested in money, not well-trained in marketing, and business practices, but I was so obsessed with it, I thought, "I want to do this full-time, so I've got to figure out a way to – a path to income with it," but that wasn't my initial impulse. My initial impulse was just to follow the energy.

Avish: Okay, so we start with following the energy and then keep working at it, keep paying your bills and then over time you figure out how to really turn that into something, but also build your platform is what it sounds like.

Bill: Yeah, they call it platform in book writing land, where I come from. I've written 34 books and one of them got me on Oprah and this goes back to the whole thing about I didn't know how to write a book. I just fumbled my way through this thing, but here's what I would say. You can't be the Walter Mitty type. You can't sit at home dreaming about what you're going to do. You have to move into action, and when you move into action, you probably won't know what you're doing. So I call that Possibilities in Action and there are a couple parts to this.

First, you have to do something and go out in the world, try and make something happen in the world, tangible, a service, an activity, a product, or whatever it may be. You'll probably mess it up and not do it well. Then the world will teach you by how it responds or doesn't respond to you when you

give a talk. You and I both do public speaking and you sometimes give a talk and the audience just sits there with their arms folded and a grim look on their face, and you know it's not going well.

I used to be not a very good speaker and I was okay. I had good information, but I wasn't a very dynamic speaker and one day somebody – I was just doing my presentation, which was very fact-filled. It didn't have stories. It wasn't very dynamic. It didn't have a lot of humor in it and one day somebody asked me a question in the middle of a presentation and I'm a naturally humorous guy, I think, and I answered with a little bit of a joke. Everyone laughed and it was like Sally Fields moment, "They like me. They really like me. They responded." The world will teach you and when you're a speaker, it teaches you really fast because they're either laughing or smiling or nodding or they're getting up and walking out of the room or sitting there with their hands folded. It's pretty hard. It's pretty embarrassing.

Books are a little harder. Blog posts are a little harder, but these days with the Internet, people can respond instantly to you, whether your stuff is useful and they like it or not. So you have to move into action. You run it up a flag pole and let the world salute it or not, but they can't salute it or not until you've taken action. So that's the second thing.

Once you identify the energy, second thing is to start to take action and to stumble around, make a lot of mistakes, not be afraid to make mistakes and look foolish, but yourself out there and get feedback from the world, and the world will teach you what form that it wants and also what it will pay you for.

Avish: Okay, so this is what you mean by stumbling your way through. It means taking action even if you're not sure if it's going to work or not because you'll get the feedback from the world to decide whether you should continue doing that or adjust course.

Bill: Yeah, I mean there's a saying down South that you're fixin' to get ready and I think a lot of the people that I coach spend years fixin' to get ready. They're dreaming about it. They're thinking about it. They say, "I'm not ready. I don't know enough yet," and I say, "I never knew enough. Just go out and do it. Make a fool of yourself. Do it poorly. Make mistakes. Fail a lot. Fall on your face," and again, my teacher, Milton Erickson, used to say, "If you fall on your face, at least you're heading in the right direction." That's the basic philosophy of possibilities in action. You've got to take action, but it doesn't always have to be perfect or the right action.

Again, our colleague, Fred Gleeck has a saying that I've heard before. "Done is better than perfection." So just get it out in the world and fix it in the mix. Some people have to have it perfect before they'll put it out in the world and rarely can you get it perfect because you don't have enough information about

what your customers want or what the world will respond to, so you have to do the imperfect. You don't want to put it out as shoddy, but it doesn't have to be perfect. You just have to get into action.

Avish: Yeah, I think this is going to be a theme throughout these calls because the previous call with Scott Ginsberg, he said how he kind of started generating a lot of content was he was planning on writing a book and someone one day just said to him, "Stop planning and start writing." That just changed it for him. That's kind of how it goes.

Now what you just kind of covered there did bring up a couple questions for me. Number one, you said it very simply, but it's probably one of the things that holds people back the most is you said be willing to kind of look foolish and make mistakes. Yet, when you put yourself out there, you might look stupid. You might get criticized. People might tell you they hate what you're doing and it's one thing just to say, "Oh well, you can't worry about that." But I know it affects a lot of people, so do you have any kind of – and you went through this in various areas of your life as well.

Bill: I did.

Avish: Do you have any techniques or ideas of how people get past that fear of looking foolish or being criticized?

Bill: Well, I was really thin-skinned and also very anxious. So I had a couple of strikes against and also kind of lazy and flaky and procrastinating and sparky where I wouldn't stay with a project. I've certainly experienced all that stuff. What I would say is I developed rhino skin over the years because I have been critiqued. I've coached people occasionally and you and I are doing some coaching together and sometimes someone will say, "You know, if I go out here, I'm afraid I'll be criticized." I said, "Don't be afraid of that. It's true. You will be criticized. That isn't a speculative possibility. Someone will not like what you do." Not that it's comfortable, but you're just going to have to be prepared for it. I did develop rhino skin over the years, but at first I didn't.

I remember one time I did a workshop, 125 people there, and I was going to fly home and it was going to take me about four hours to fly home. An hour and a half flight, an hour and a half layover, and then another hour and 15 or 20 minute flight, and before I left, unfortunately, the sponsors showed me, the workshop organizers showed me all the feedback forms. One-hundred and twenty-two people loved it. One person put all zeros, from a 1 to 5, 5 being the highest and 1 being the lowest, and they put all 1's. I didn't know whether that person was dyslexic or just didn't like me because there were no comments. Then there were a couple of other people that were 2's and 3's. They weren't great and the other people were 4's and 5's. I did pretty well, generally, and there was one person who was all 1's and said, "Bill O'Hanlon is glib and

articulate, but shallow.” I just felt like somebody had stabbed me in the heart. I was anxious and shy at that point.

I was insecure and I got on that plane and all the way on my first plane ride, I thought, “Well, screw this. I’m just out here trying to help people and someone would be that mean-spirited to attack me personally like that? Forget it. I don’t need to do this. I’m a therapist. I’ll just stay home and have a fine practice. I’ve got a booming practice. I don’t need to go out and do this speaking stuff. Forget it. Forget it.” I was just ranting in my head and then I landed and I had my layover and I calmed down a little and on the second flight, I thought, “Bill, get a perspective of this. One-hundred and twenty-two people loved it. Three people didn’t like it and one was kind of mean about it.”

Are you going to be small enough to let that stop you? Even if there was only one person out of those 125 that liked it, and it changed their life for the better, that’s probably worth going out and doing. First thing is, keep your perspective. Second thing is I had someone – I wrote my first book and I wrote it with a colleague in England, who happened to be Jewish, and I’m mentioning that because it’s relevant to the story. His name didn’t sound Jewish and in the book, he wrote a whole chapter about how there was this Nazi who was Eichmann, who I guess just saw it as an engineering challenge to kill six million Jews. He didn’t really have that much racism against Jews. I mean as racist as everybody was in those days, but he wasn’t that against Jews. He just thought it was an interesting engineering problem. So he warned in this book about Eichmannism, just doing things because you can do them or they’re interesting problems without a moral framework.

Well, someone misread this part of the book, a Jewish psychiatrist, and wrote my publisher and wrote several other people who hired me to do speaking engagements said, “This guy is anti-Semitic, and you should never hire him because he’s an evil guy.” And I was stunned by this. It was such a deliberate misreading of this to say that Eichmann, who helped kill six million Jews wasn’t anti-Semitic as an insult to all Jews everywhere. So I was like, “Wow! I don’t think I’m anti-Semitic. I suppose everybody has a little racism in them, but that certainly wasn’t even how that passage was written.” What he didn’t know is my co-author, who wrote that passage, was Jewish.

So I had a choice at that point. Do I spend my time trying to defend myself from this guy? Or do I just go on and do the good work I’m supposed to do in the world? And I made that choice at that point and I thought, “I know where I want to put my energy.” It’s back to energy again. I don’t want to put in getting in stuck with somebody who is not going to probably be swayed by my arguments back to him.

I contacted the people he contacted, and they reassured me that they didn’t think I was anti-Semitic and one of my publishers was actually Jewish, he said,

“This guy just misread it. People are so freaked out about this stuff that maybe he just got anxious and upset and didn't really read it carefully and don't worry, I don't hold it against you and I don't agree with him.” They reassured me that they didn't buy into it and he didn't go public and publish it in *The New York Times* or anything and plus nobody would have paid attention to my book at that level anyway, at that point. So I think you have a choice. Do you want to spend a lot of time defending yourself or protecting yourself from being criticized or do you want to follow the energy where it's going?

Avish: So a lot of it comes down to it sounds like just the conversations you're having with yourself is when the voice comes up, it tells you to quit. I think every speaker has that story. I have that story too, big crowd, lots of positive reviews, but you fixate on the one negative or you get a stack of evaluations, you rifle through them just looking for the bad ones.

Bill: Yeah. Well, here's the thing. I can't tell you anything that anybody said on those 122 feedback forms and somebody had written some stuff, but I can tell you word-for-word what that one was, and that was 1982, I want you to know. That was 1982 and we're talking 2011, late 2011. I still remember word-for-word, so it's not that it doesn't bother you, but do you let it stop you? I think that's the same thing. When people say, “How did you write so many books?” They say, “I want to write, but I can never get myself in the frame of mind or the mood to write.” I love to say this because I'm a psychotherapist by training.

When you figure out your directions, what you want to do, you really need to pay attention to your feelings and your inner sense of things and when it's time to do things, you need to ignore your feelings. I love to say that as a therapist. Don't get in touch with your feelings because when it's time to take action, your feelings, some of them, will be those feelings that will hold you back or undermine you. So figure out which feelings move you forward and which feelings hold you back and ignore the feelings that hold you back or the self-talk or the inner dialogue or whatever it may be. You just have to learn to say, “Thanks for sharing and I'm going to go out and speak again. I appreciate it. Thanks for sharing that you don't feel like sitting down and writing a book,” and it's time to sit down and write a book. It's just what your previous expert said is that the way to write a book – the Zen of writing a book, I want you to know after 34 books, people always ask me, “What's your secret? How do you write so much?” Someone said it, Bryce Courtenay, an Australian author said years ago, “Secretive bum glue.” That's sit your bum down on the chair. Glue it to the chair and write.

There are other things to say about writing, but that's probably truly the secret that I discovered after a while. People who talk about writing or dream about writing, don't get writing done. People who sit down and write, write.

Avish: Yeah, I think that's very true, so for the people who have thin skin now, like you did, I don't have rhino skin yet, but my skin is certainly thicker. It sounds like its two things. It's what are you focusing on and where are you choosing to go and it sounds like repetition. I mean the more you do it, the thicker...

Bill: Well, yes. I think that's right. In my psychotherapy practice, I do hypnosis and I'm telling you, the first 20 times I did hypnosis I thought people were going to burst out laughing and call me a Charlton because I was so unconfident about it. It's like my whole self-esteem is riding on whether this person went into trance and whether they got the results or not. After doing thousands of hypnosis sessions, which some of them worked out swimmingly well and some of them fell on their faces, didn't do very well, my whole self-esteem isn't riding on each trance that I do. I think it's the same thing in other realms.

You develop enough experience and success under your belt that you don't question yourself all the time or think, "I'm a Charlton or I don't know what I'm doing or I'm going to fail and everybody's going to see me fail." You've failed enough. I mean I taught a workshop one time and two people showed up. Two people, it was humiliating to me, but I said, "If you want me to give you your money," I self-sponsored, "If you want me to give you your money back and you can go home now, that's great, because I have a friend here in Seattle where I'm visiting and I can go hang out with him today. If you want me to do a workshop, I'll do the workshop."

Because my thinking was, "I promised that I'd do the workshop," and also, "This is going to be a good experience because I'll get one more day of teaching experience," and it was embarrassing, but it's never gone that low since then. That's like, "Okay, that was one of the worst. That was humiliating because I clearly didn't succeed at that." I was a little embarrassed in front of them, but they were very nice. They said, "Oh, we want the workshop." They put their feet up on the chairs and they lounged around and I gave them a workshop for a day. It was fine. I survived it. I didn't die and yes, I think the more experience you have, the less your self-esteem is rarely gone, each incident or each action.

Avish: Would you agree that really this is why identifying those four energies is so important because if you're doing something because you're blessed or blissed or pissed or dissed, it makes it easier to push through the criticism and failure?

Bill: Well, that's right. I think that's right because I had a longer-term view. I knew this was my calling, my fate, my mission in life and I had to do this, so there wasn't much of a choice. I would rather it worked out to more than two people came, but I knew I was in it for the long run and this was just part of the process. This was just one of those things that people go through as they're on their way to success.

Avish: Great, well, I have one more question on that kind of criticism thing is how do you strike that balance though between having the thick enough skin where you keep your head down, you focus on what you want to achieve, but at the same time, we talked about listening to the world and getting feedback. So how do you strike that balance between accepting feedback, knowing what's valid, making adjustments versus getting depressed about yourself?

Bill: Two simple principles I think for that. One is you take all the feedback seriously, but you don't have to take it to heart. That is you don't have to let it wound you personally or egotistically or narcissistically. It's not all about you. It's really the reaction of people. But the second thing is you should take it seriously and when I do and I know you do this too, when I read feedback forms from 10 different workshops and people who have never met each other or weren't at the same workshop say the same thing as a critique, then I should take it seriously and make some adjustments.

If they say, "Your stories go on too long, Bill." I've read that in 10 different workshops, feedback forms. Okay, I need to tighten up my stories a little. Okay, that's good. Or, "You talk too fast." Or, "You turn your back to the audience and we can't hear you." This is before I used microphones. It's like, "Okay." Enough people in enough different places, where it's not just one quirky person like the person who went off on me about anti-Semitism. If I heard that again and again, I'd better pay attention to that.

Mel Gibson should pay attention to that. He's truly got some problems in that area. If it's a one-off thing, but if it happens again and again and you get the feedback and criticism from the world, start to pay attention to that.

Now if it's part of the core essence of what you have and it's just controversial, then maybe you shouldn't quite adjust yourself to it, but find a way to speak to it is what I would say. For me, I love that feedback. I also love feedback that's not characterological. They don't tell me what a bad person I am. They tell me the actions that I did that didn't work for them, like turning my back to them so they couldn't hear me or not having handouts for my workshop. Those are actions I can change.

If they say, "I don't like your face." I mean unless I go for plastic surgery, it's going to be a little hard. Or, "Bill is just arrogant." Unless you break that down into what does that mean behaviorally, well, he won't answer a question. Oh, okay, he doesn't answer the question that was asked. Okay, now I can change that part. I'm not sure I can go and get an arrogancectomy or something like that. So if they critique my personality, it's going to be harder to change. It also hurts more because you take it more personally if they critique your behaviors, so try and steer people with your feedback forms even, like what could I have done better? Instead of, "What did you like about me?" Those are two different questions. One of them is a personal question and one of them is an

action question, so see if you can get action feedback because that's easier to change.

Avish: Great, well, I have – of course, every bit of conversation we have leads to questions. So before I ask those, I want to pause. We're at about the halfway mark, a little beyond halfway. I just wanted to pause for people who may have joined late or have forgotten. Two things, number one, we're talking with Bill O'Hanlon about the Lazy Man's Guide to Success, and if you want to learn more about Bill and he's got, as you said, 33, 34 books. Was that number right?

Bill: Yeah, 34, 35th in progress.

Avish: So if you want more information about Bill and to check out some of his stuff, it's billohanlon.com, that's B-I-L-L-O-H-A-N-L-O-N.com. Check out his stuff. He's got a lot of great information. If you are currently listening to the free version of this or you're just calling in to listen, and you want this information so you can listen to it over and over again, you can still currently sign up for the paid version. Just go to smartasssuccessteleseminar.com and opt for the paid version and you'll get this mp3 so you can listen to it and get this great info and go over it and review what you should be doing.

Bill: And some cool bonuses too, right?

Avish: That's true. That's true, some cool bonuses. I've got a couple in there. Bill has a bonus. A couple of the other speakers donated some stuff, so yeah, you'll get – just about the cost of this, of the program's worth in bonuses as well, and you get PDF transcriptions. Once we finish this, I'm going to get it transcribed and you'll get those as well, if you prefer to read than to listen, and that's for all seven sessions in one price. Thank you for reminding me about that, Bill.

Bill: Okay.

Avish: Okay, Bill, I want to take kind of a side note here because so far, since you and I are both speakers and we have our own businesses, do our own thing, and a lot of the people we know run in those circles, it's easy for us to have our discussion geared towards entrepreneurs or speakers. But some people listening here may have day jobs. Maybe they don't have an entrepreneurial spirit, but they still would love to find something that really fills them with passion and they can do. How does some of the stuff we've talked about so far between the energies and stumbling through the world and dealing with criticism, how can they take some of this and apply it to their lives?

Bill: Well, when I had a job years ago, I used to figure out something that was missing at work that nobody wanted to take up and then I would take it up, like we didn't have a continuing education program at the hospital in which I worked for mental health and I thought, "I really want to learn more about my

career, my chosen path here, and they're not supporting us." I started a continuing education thing. I've always been interested in learning, so I just followed that passion and nobody was going to take it on, so I took it on and all of a sudden, I became – after about six months, they said, "Oh, you're the Director of Continuing Education." I said, "What?" I said, "No, I'm just organizing these lunchtime sessions." They said, "No, no, you're the new Director, just so you know."

So, find again, where you gravitate. Find what's missing and then see if you can fill it in and add value to people in the job. That's #1. I think #2 is you sustain yourself in the job because that may be what pays the bills, even though it's not your great passion, and you find something outside of work that you just love.

The most instructive story and the quickest one I can tell you is the woman who wrote the book, *Julie & Julia* or *Julia & Julia*. I can't remember which direction it was. I remember the story that I read about it. She was unhappy in her job in the New York area and she was just unfulfilled in the job, but that wasn't her passion or her life's work or joy and she just got through the day. She said to her husband, "I'm either going to have to go to a more interesting job or I'm going to have to find something else to do at night that is exciting and energizing for me." She'd always wanted to get into the Julia Child things, so she did one recipe a day for 365 days.

By the end of that, first it was just her mother and two friends reading it and her husband reading it, and by the end, she had 100,000 readers and she got a book contract. You never know where things are going to lead, but again, if you follow your energy and follow your interests and find something that interests you within the job or outside of the job, even if it's just a hobby after that, your life will be, I think, more fun and you're ultimately, I think, if you want to, even if you're not the entrepreneurial type, she wasn't. She was a worker person. She just wanted to go to work, but it ultimately did turn into a profession for her as writer and blogger and then movie made out of her book, so she's done alright.

Avish: Yeah, so I guess it sounds also like you're saying is that if you start out thinking, "Oh, I'm going to turn this into a giant business." It can be overwhelming and almost zap the energy and fun out of it, but if you just start following your energy, without knowing where it's going to lead, it can potentially lead to something. It could take you to a new place you'd never thought you would go.

Bill: I think that's right and sometimes to a place of income, but if not income, at least impact. You might be the person – my older brother is retired and he's the president of the Folk Music Club in his area and he loves music. He's not going to do it for a living, but it gives his life meaning and it helps other people because they have a place to go to share music and play music and it's greatly fulfilling for him. So he's having an impact on the world, but he's not making

any money from that. He's just following his energy. He's played music all his life, but that wasn't his career. His career was a business executive.

Avish: Yeah, it's funny. I mean when I was a younger man embarking on my speaking career and even beforehand, it's probably one of the reasons I went into this career is I used to speak passionately about following your dream and what do you really want to do and I think both my mentality at that time and the people I was talking to assumed that to really live a fulfilling dream-filled life, you have to do these huge things and start companies and there's really nothing wrong with having a job that you enjoy that pays your bills and then really fulfilling your passion outside of it. There's nothing wrong with that, correct?

Bill: Nothing wrong at all. Various people have different levels of ambition and levels of interest and levels of entrepreneurial spirit. I wasn't necessarily an entrepreneur at the beginning of my stuff. I just followed the energy and then I turned into an entrepreneur because I figured, "Oh, that's the way I'll get it out in the world. Oh, okay, good."

Avish: Yeah, but I think a lot of this is about figuring out what works for you, so I'm glad we had this little conversation because sometimes on programs like this, it's almost like the speaker's really pushing everyone to just go quit their jobs and follow their – go start a new business and I think a lot of the ways we're approaching this and as long as it's following your energy, I think you'll be fine.

Bill: Yeah, absolutely, absolutely.

Avish: Alright, so I think we talked about this, but we didn't formally hit the bullet point, so I want to make sure. You had mentioned a topic about how to have a good breakdown, which comes back to the crisis, setback, and tragedy thing we talked a little bit, but is there more you want to mention about what do you mean by how to have a good breakdown?

Bill: Yeah, I think that what happens is because we listen to other people, because we get off track sometimes, and we don't pay attention to where our energy is, we do those things we think we should do, what our parents wanted us to do, what our culture says we should do, what our training says we should do, or we have fears that hold us back. Every once in a while we just get so far off track and my experience is – there was a quotation from Hunter Thompson, the Gonzo Journalist, who was kind of an outrageous guy, and he said, "I hate to recommend sex, drugs, and rock-n-roll, but they've always worked for me."

My thing that's akin to that is, "I hate to recommend having a really massive break down in your life, but it's always worked for me." When I'm on the wrong track, every station I'm coming to is the wrong station and sometimes I'm not willing to get off the train because there are security issues or there are money issues or shoulds that I'm living under, so what I say is that having lived a

number of decades, I've seen this happen with friends, family, again, because I'm a psychotherapist, clients or patients, and I've just seen it happen over and over again that people get off track and one of the ways they get back on track is they have a massive breakdown and they just can't go further in that direction because they get ill. They get fired. They have an emotional or a financial crisis, a relational crisis. They go through a divorce. Something really overwhelming happens to them in their lives and that's a terrible thing and I'm not recommending those things as a general rule, but they're going to happen in life often, and when they happen, your task is not to – you'll be knocked down for a while, but when you get back up, pay attention to the energy again.

What was wrong with your life? What wrong direction were you taking and how are you going to change your life? If you just go back to the life you had, you have a massive heart attack and then you go back to smoking and overeating and never exercising and you don't change your life, it's not going to be a useful crisis.

I say here's how to have a good breakdown. Let it knock you down, break you down, and then get back up and figure out what you're going to do differently, what change in direction, and of course, I go right back to where's the energy and what is it telling you in your heart, in your soul, in your gut? This is the right direction, even though it may not seem logical and even though it may be terrifying to me to make this change because I'm going to give up security or people are going to criticize me or I'm going to be afraid, that's exactly the place you need to start to move towards when your energy says, "Yeah, but I know I need to do that."

Avish: Okay, so let me ask one question about that. It seems like a personal development type technique is jump and then there's a whole metaphor of Cortez burning the ships, which frankly, I think is misguided, but in any case, there's this whole thing about following your energy and just doing it. Where's the line between that and balancing out, as I like to say, not being stupid? Not driving yourself thousands or hundreds of thousands of dollars into debt or losing your house, where is that line between following your energy and not being stupid?

Bill: Well, I'm the wrong person to ask that question because I usually do jump off the cliff and they say, "Oh, you build your wings on the way down." Sometimes I haven't built any wings. I've just hit the bottom really hard. I am probably the wrong person because once I figure out it's the wrong direction, I do typically leave.

Now I've been a little smarter, a little wiser as the years have gone on, but what I'll say is, here's the thing. If you're not paying attention to the world and the feedback from the world, like you're putting out a product and nobody is buying it and you say, "Oh, don't worry. I'm going to quit my full-time job." That is

crazy stuff. Put out a product. You get feedback. People aren't buying it, put out a different product or put it out in a different form or change your marketing, then when it starts to succeed and you're looking like you're going in a good direction and you can learn from the world, so I think the problem is people do things because they've got a dream, but then they're like a bull in the china shop. They're not paying attention to what's happening around them.

The first part is the inner stuff. Get in touch with the energy. Figure out where it's sending you, what your calling is, what your direction is, and then it's time to externally orient. That's why I said don't get caught in your feelings at that point or just caught in your dream, now look out in the world and find out what the world has to teach you. If the world is saying, "Your stuff sucks and nobody wants to buy it," you probably should pay attention to that.

Avish: Okay. I like that. That makes sense, though. Even if you like to jump without your – and grow wings, I think that makes a lot of sense for people. Alright, let's talk about this whole idea of doing one thing different, which is the title of your book, which is actually what got you onto Oprah. I really like this topic because when we talked about last week with Scott was about really tapping into your creativity and using that to kind of help you figure out what direction you want to go, and we've addressed a lot of that too along with staying on track, but in my experience, there are a lot of people out there who have a dream or an idea or a goal and they don't get very far, don't take action because their behaviors don't support that.

So what I want to talk to you about is this idea of just doing one thing different and how people can use this to change their behavior to support them down this path they've chosen. Could you just share a little bit about what this concept of do one thing different is and how people can use it?

Bill: Yeah, a couple of things that I think are helpful in this regard and one is an old Dakota tribal saying, "When you discover you're riding a dead horse, the best strategy is to dismount." I think that unfortunately sometimes what people do is they keep doing the same thing over and over again and as the old 12-step saying says, expecting different results. That's what I was saying about paying attention to the world.

If what you're doing is working, go do more of that, but if it's not, as W.C. Fields said, again, I'm just using all these quotations, but W.C. Fields said years ago, "If at first you don't succeed, try, try again." He said, "And then if you don't succeed, try, try again. Then if you don't succeed, don't be a damn fool about. Do something different. Stop trying that."

I think that that's the problem is that some people are just so bloody minded that they just figure the way they're going to do it is right and they're not paying attention to the feedback. Is it working? If it's working, keep doing it. Refine it

a little and keep experimenting a little, just keep doing that. If it's not working, do one thing different. Either do what you're doing differently or change the style and the way in which you're doing it or try something new.

I think that that's the problem – again, I'm turning into the psychotherapist and these days in psychotherapy there's a new trend and it's all about brain science, the new brain science. The old brain science said your brain is fixed after you're a teenager. It doesn't change that much. It just kind of – you lose brain cells as you go along. New brain science says, wow, it turns out that was totally wrong. Brains change all through life. That's the good news. You can change any time in life. You can grow and change. Here's the bad news is brains tend to be conservative in their energy, that is, if you drive the same route to work every day and then on Saturday you're going someplace that's near work and you find yourself turning right into your parking lot at work, that's the brain being efficient. It's thinking, "I know how to get here. No problem." But you're actually going somewhere else.

Using that analogy, sometimes you want to go someplace else and your brain or your habits or your emotional patterns take you in the same direction. Your relational patterns take you in the same direction. Your ways of dealing with yourself and managing yourself take you in the same direction. So when it's time to get something done, if it's working, great. If it's not, do one thing different and that whole premise, make a small change in what you're doing or disrupt the old pattern to do something new is the premise of that book that got me on Oprah and sold a bunch of books, which was kind of cool.

Avish: Oh, yeah. Well, let me ask you a specific example. Let me use an example here that is specific enough that I think people can relate to it, but general enough that regardless of how you're using this, you can do this. Let's say you've come up with what you want to do and you've got a job and you need to do some kind of work in the evening. Let's say you need to write a book or work on a business plan or make some marketing stuff or write a blog. But for you, you just sort of have a natural habit of watching TV, so when it's 7 o'clock, you just finished up dinner and you look at the computer, but you just find yourself gravitating to the couch to watch TV, even to start maybe just for 10 minutes, but then you end up spending the whole night.

It seems like an obvious thing, "Oh, just don't watch TV, just go work." But you know as well as I do that this is the situation that plays itself out probably with millions of people who have stuff they want to do.

Bill: I think that's right and again, it's that brain groove thing. So here's what I would say and here's, again, what the premise of that book is. Don't try and stop watching TV. That's too big a change because there's a natural conservative into your life. You'll tend to go back into the grooves that you're in and it's hard to jump out of those grooves.

Here's what I would say. The simplest way to make that change is to do one small thing. You say, "Okay, I'm going to go work on my book for five minutes. I'm going to go prepare my taxes for five minutes. I'm going to go sort stuff in my closet for five minutes." That's all, the smallest thing you can do time wise or action wise that's different from what you would usually do that night. You don't have to stop watching television. You can go back to television after that five minutes.

Sometimes you won't. you'll get caught up in the writing after five minutes and you'll say, "Yeah, I'll just skip *CSI: Miami* today and I'll go write for an hour. Then I can catch *CSI: San Francisco*," or whatever. I don't watch that, so it's probably not a show. But you may get caught up in it, but all you have to do is do a small thing different or else, "Okay, I'm going to watch TV not sitting on the couch, but I'm going to do sit-ups while I'm watching TV for five minutes." That's a little different. Do something different is what we're talking about to break out of the old groove.

Avish: So what is your longer-term goal with that because I know the logic there is if I want to write a book, like a novel, five minutes a day, it's going to take me about 20 years to finish a novel and that's a small process people go through when they think of the small changes.

Bill: The logic is two things. Inertia goes in the direction it's going, so if you're always sitting on the couch watching TV, the book's not going to get written. If you start doing a small thing to get the book written, the book has now a little energy going for it and a little inertia going in that direction. You're trying to break up the old pattern because, again, the brain tends to groove and so maybe you're breaking up the old groove.

The second thing is you're starting to re-groove your brain, your habits, if you want to call it that, and you're doing a little something and when you do a little something, you're not thinking, "I'm not doing anything. That book will never get written." You say, "Well, I did five minutes and it was kind of fun." Or, "I did alright." Or, "I got five minutes of writing done, maybe I'll do 20 minutes tomorrow."

You're trying to break up the old pattern. You're trying to create a new groove and you're trying to get the inertia going in the new direction. That's it. But you choose the smallest thing you can do. Don't try and choose some big thing. I had a friend who wanted to write a book and I kept meeting him every year and he was like, "Oh, I'm going to write my book one of these days." I see him every year at a yearly conference we both attended. One year he said, "Oh, a friend of mine in Spain who's really wealthy lent me his house for a month. I'm taking a month off to go write the book." I was just shaking my head in my inner mind because I was thinking, "There is no way this guy is going to write. He hasn't

written a word.” He’s going to sit there and he’s going to think, “Yeah, it’s a really nice sunny day in Spain. Maybe I should go down to the pub and meet the Spanish people and soak up the culture and go see the cathedral.” He came back with no book. I knew he would.

Don't try and do that, if you don't have a habit of doing it. Do something small while you're still at home.

Avish: That's great because I know a lot of people probably are waiting for the conditions to be just right or like you said for that week off from work where they can devote their time exclusively, but you're saying to slowly change your pattern, take small steps because they'll turn into big steps and they'll re-train your behaviors. Is that correct?

Bill: Yeah, they can. I don't know if they will, but at least you're heading in that direction and you're breaking up the old pattern, yeah. I wouldn't guarantee it.

Avish: Then if we go back to – if we tie in what you said before, if you do that for a while and it’s not changing the behavior or the pattern, then you adjust and try something different, correct?

Bill: That's perfect. Oh, Avish, you're getting it. You're getting it.

Avish: Alright, I’m learning.

Bill: You're a slow learner, but you're trainable I've noticed now.

Avish: Yeah, I think you wrote a story about that in your book. We’ll let people read your book to hear that one. Alright, we're coming up to the end of the hour here and so I just wanted to finish up with a couple things. We talked a lot about I think how people can use these ideas and potentially down the road, make income out of them, but one of the last bullets we had advertised that we’d talk about is this idea of trading time and services for money versus having a non-work income basis, which, for you is pretty critical when it comes to living a lazy man’s life, correct?

Bill: Absolutely, what I realize is that a few years ago I'd gotten to be not a lazy person. I was working all the time and I was loving what I was doing, but that was the problem because my relationships were suffering, my exercise life was suffering, and I was just working and I was over-scheduled, as I say, a source of somewhat – some unhappiness for me, even though I loved the work I was doing. I listened to this book on tape, *The E-Myth Revisited* by Michael Gerber. Some of you know his *E-Myth*, but I didn't read *The E-myth* and I didn't read *The E-Myth Revisited* either. I listened to it on tape. I had a sinking realization.

He said, "You think you're an entrepreneur," that's the e-myth, and you're not. Here's why you're not. You don't have a business that could survive without you and I realized that's me. I'm a speaker and I'm a writer and that's it. My book royalties would survive without me, but they wouldn't do that well if I weren't out speaking and doing publicity for them. He said, "You don't have a business because a business is something that could survive without you. It has systems and it also has income that throws off without you putting in time." I thought, "I don't have a business." Oops. Most of my work is trading time for money, even though I was starting to make thousands of dollars a day speaking and consulting, \$500 an hour. That's a lot of money, but I still had to trade my time for money and I was still too busy and partly because I loved what I did, and I realized the next level of the lazy person's guide to success is not working yourself to death and still following your energy and having a great impact on the world. That's passive and residual income.

Products, and I know you talk about this in your coaching as audios, videos, e-books, books, print books, affiliate income, I started to think, "Okay, I am going to change it so 90% of my income or maybe 100%, if I can do it, is going to be from that kind of stuff rather than trading my time for activity or services." I embarked upon that effort and I, again, was in a big learning state because what I was doing before was working fine, but it wasn't going to get me to where I wanted to go, so I started learning about the Internet, social media marketing, Internet marketing, product creation, how to do all that stuff, and I became so fascinated with it, now I teach it and coach it, but I think that is the key to have a sustainable impact on the world, a sustainable income that's either a part-time or a full-time income is you have to freeze your knowledge from inside yourself, put it out in the world where it's a value to people, and set up systems of marketing and sales and delivery of those products so that you don't have to put any more time.

I love to wake up in the morning and find there's money in my bank account that just got transferred there from my shopping cart, online e-commerce cart that I didn't do anything to get. I just love that. I find that so exciting because I'm thinking, "I'm making an impact on the world and I am getting income from this and I just love it." That's the last piece of the Lazy Person's Guide to Success.

Avish: And that's going to come a little bit down the road once people have figured out what their energy is, followed it, like you said, even if you don't know when the money's going to come. Once you think about monetizing it, don't just think about getting a job, which is one option, but think about ways that you can turn that energy into income where it's scalable and it doesn't require you to be there all the time.

Bill: Yeah, absolutely.

Avish: Alright, well, that is great, Bill. In just a moment, I'm going to ask you one final question and then ask you for your final thoughts. Before we do that, let me just re-mention, again, we're talking with Bill O'Hanlon. If you want more information about anything bill does and his books and products and things like that, go to BillOhanlon.com, B-I-L-L-O-H-A-N-L-O-N.com to get all the great information. We've got some great stuff there.

This is week #2. Next week we're going to be talking to Robert Bradford about how do you actually create a plan and Robert does strategic planning, working literally with groups of CEOs and Fortune 500 companies on their strategic planning. We're going to talk about how you can use those same principles to create a great plan that leverages your strengths, minimizes your weaknesses, and takes all this great stuff that Bill and last week, Scott, talked about and put it into a plan that'll get you what you want.

One more time, if you were listening to the free version and you want to get this recording and recordings and everything else plus the bonuses, plus the transcriptions, go to smartasssuccessteleseminar.com and the current price and current bonuses will only last till the end of the teleseminar series, so once it's over, you can't buy it anymore, certainly not at that price with those bonuses, so check that out.

Bill, one question and then your final thoughts. You are in an amazing position, from my perspective, because you're a speaker, you've done a lot of coaching, and you worked as a psychotherapist for something like over 30 years. You have such a deep insight into what – how people think. In a quick nutshell, if you had to narrow it down to one thing, what's the one thing that really stops people from living full, fulfilling lives and getting what they really want?

Bill: Yeah, they listen to their fears rather than their longings. That's it.

Avish: That's great, listening to their fears rather than their longings. Perfect. Well, Bill, how about a final thought then for our listeners. Anything you want to send them away with?

Bill: Yeah, find your quirky reality. I was kind of a flaky, sparky, lazy person who found my way and I used to be a little ashamed of all that stuff, so embrace your weirdness and turn it into your direction. Find your energy and follow it and don't try and smooth out all the rough edges, just be who you are and find a way to make it work for you.

Avish: Alright, well, that is great stuff. Once again, that's Bill O'Hanlon. Thank you very much, Bill. This was an awesome, fascinating, insightful interview to me, I'm sure to many people listening, so thank you again, everyone, and we will see you next week with Robert Bradford.