



## Interview with Lisa Haisha

Host: Bart Baggett

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## Bart Baggett Interview with Lisa Haisha

Bart: Now, there's the official introduction music, this is Bart Baggett, I am your host at 100CoachingTips.com. Thank you so much, we have got a full bridge line for our very special guest, which is Lisa Haisha, just recently back from Canada. Let me just do a sound check to make sure that Steve and Lisa are on the line, is everybody here?

Lisa Haisha: I'm here.

Bart: Wonderful, wonderful. Everybody, and there's other people, too. Thank you, Lisa. See, if I had it off mute, everyone could say hello.

Hello, everybody, how are you tonight?

Speaker: Hello!

Bart: See, there's just one person, everyone else is so shy! Just for that, I'm going to put them all back on mute, Lisa, I'll tell you, it's like an audience, you gotta have enthusiasm!

This is Bart Baggett. If you've been following along with the 100 Coaching Tips, I got to tell you, we have had some amazing guests. So whether you're a life coach, a wellness coach, a public speaker, a professional speaker, a book, an author, an expert, we have really covered the gambit in the two short weeks we've been doing this. We have an entire month to go. So if you haven't been tuning in to the 100 Coaching Tips, check your schedule, [100CoachingTips.com/schedule](http://100CoachingTips.com/schedule), there's a link there that says "schedule and speakers" and you will find just a plethora of information on how to make more money, help more people, touch more lives, and basically live in more prosperity in this amazing business called coaching.

Now with no further ado, I'm going to get to my special guest. I must say, I'm so excited about this interview because it's not the first time I've interviewed Lisa, but it is the first time I've interviewed about some of her, sort of secret, proprietary method for coaches. If you're in the coaching industry, you may not be aware of what Lisa's doing and she's so unique in her field.

And Lisa, I'm going to give a very off-the-top resume of what you've done and please correct me if I've left anything out.

She is an author of numerous books, I think quite a few children's books. When I first met her about a dozen years ago or so, she was working in LA as what a lot of us call a life coach, even though it's so much more than that. And over the last 10 years, she's developed quite a list of very famous Hollywood clientele that really come to her first when they need some advice and some consultations.

And in 2006/2007, Lisa's one of the first persons I called when I decided to go do a retreat in Costa Rica. So we'll talk more about how to create exotic retreats and I'll tell you more of the story of how Lisa and I ended up in the island of Costa Rica, really beautiful, a reality show came, Apple gave us iPods, and all this amazing stuff happened because we kind of put our heads together and worked as a team.

Lately Lisa has become really world famous for something called "soul blazing," which is kind of a trademark brand of a particular coaching style, and she'll explain what that is and hopefully during the call today, she'll give you some of her techniques and even some of her philosophies which have yet to be published from her upcoming book on soul blazing.

Lisa—oh, I forgot one more thing, Lisa, before I introduce you. You are a humanitarian. At least once a year, I call Lisa and her voice mail says, "Sorry, I'm in Tanzania helping the children," "Sorry, I'm in India feeding orphanages." I feel so guilty, Lisa, because you're always out changing the world and I feel like I'm here in LA hosting conferences.

How are you today, Lisa?

Lisa Haisha: Hi, I'm very good, thank you.

Bart: Did I leave anything out from this really wordy introduction about your path?

Lisa Haisha: Well, my passion is travel and intimacy. I love getting the truth, I love figuring out what makes people tick and I thought, how can I build a career around that? That's why I decided to go to school and get a Master's in psychology, especially as you know, living in LA, there's so much, so many people here are fake and everyone's "on," and I just wanted truth and just real conversations. So I find I really get that in my profession, which I really love.

And over the years of honing my craft, I discovered these imposters which make people phony and fake and have to wear a mask to get through life. And that's where it slowly started really developing and I work on a lot of sets and when

working with actors who create a character for a part, I use that to help them see their weaknesses. And somehow it just sort of evolved and it now is really sought after, which I'm very grateful for.

Bart: And just for the understanding of our audience, most people on the phone call are professional speakers, they're authors, they're life coaches, they're wellness coaches, maybe they're business consultants, but pretty much that's listening to this phone call has a special gift or a trained skill to help people one on one or one on groups become better. And so I think we're all on the same page that we want to become better.

You have done something really unique. You not only started out, of course, you know, having a psychology background, but you sort of branded yourself with something really unique. You have, since I've known you, coined or used the word soul blazing, and I'm not sure that you've ever heard yourself as a life coach. Tell me how that came up of creating sort of a trademark process which you now do, and now with your upcoming book you've really defined it, opposed to just saying, "Hey, I'm a coach and I can help you," how'd that come about?

Lisa Haisha: Well, it started when I worked in prisons. I was asked to volunteer and I thought, oh, this would be a great experience for me because I've only worked with, you know, celebrities or, you know, people who were going about different things. Either their life was a mess, they were going through a transition of some sort, they were going through a divorce, or you know, income wasn't what they needed to be, or they're having a baby or they're not having a child and they want to, something was happening that was urgent, where they weren't getting answers, so they started seeking out help from other people and some have found me in that search. Probably one of many people who they were seeking out, so I thought, God, I've never worked with any inmates. And I thought that might be something that could be a win/win for me and the inmates.

So I said yes and it was a four-day retreat working there. So on the fourth day, my last person, I worked with probably six people a day one on one, and I lectured there. And the very last person was the bully of the prison, and this was an all-female prison and they were all lifers, and her name was Bella. And she was about 6'1", and she had a snake tattooed to her bald head and it went all the way down her neck and down her arm. And she was this beautiful, chocolate-colored girl who was just, looked, I guess, evil from the inside out. She just shot me daggers, and said, "How dare you come in here?" And she started calling me names, "Thinking you could change my life? I've been in here 23 years, I'm a lifer, I'm in for life.

What makes you think you could come in here and change my life?" And I said, "Well, why are you sitting here with me?" And she said, "Because I get a reward." She gets 15 minutes, you know, free time, or if she gets a pack of cigarettes, they get something by seeing therapists. But she said, "I've been seeing someone here about every three months since I've been in here," and she said, "I'm still me."

So I thought, "Huh, what do I do here?" And when you volunteer to work with inmates, they give you a script of kind of what to say and what to do and how to work with them. They basically want you to just help be a mentor in some way, they're not really looking for big shifts because that doesn't really happen there.

So I decided to try an experiment with some of the new tools I was developing with actors. And I started working on those with her, but I started, one of the things I do is I match the energy of the person I'm working with. And Bella's energy was so dark and I just thought, "Okay, this is the only way in," so I said something to her that was so offensive and so dark, that matched what she had said to me, and I moved up very close to her, about two inches from her face when I said it, looking directly into her eyes. And when I said that, she really flipped out, and that woke her up.

But what that also did was, she gained respect for me, because nobody stands up to her the way I did, and then we could start from there. I said, "Okay, now let's begin." And then I started asking her questions and guiding her, and after about 40 minutes, she was crying. I said, "What's happening?" And then she said, "Lisa, you've blazed my soul." And I said, "What did you just say?" And she said, "You've blazed my soul." I said, "That's what I am, I'm a soul blazer!"

And her big issue was that she has nothing to give society and there's nothing, you know, her life is so destroyed and damaged that there's nothing left. So in that session, she learned that she had something to give, so I said, "By giving me this name, soul blazer, that is going to help so many people because people will just come see me because of the name. You know, instead of saying I'm a life coach." And I said, "There's always something you can give. And by me being here, you know, you just gave me one of the biggest gifts I could have ever received, you know, this is worth more than any dollar amount you could offer me, because this is a special gift." And we just really bonded.

And I gave her a to-do list that I had her, which I usually do with clients, put in their pocket, like three or four steps any time they feel their imposters are coming out, and that's part of the beginning of developing, officially, the imposters that I feel

sabotage your life. And there's eight imposters that I've defined and I'll get into that in a minute, but so we defined hers and then we broke out any time she feels like murdering someone on the set, on the grounds, any time there's a new person came in, she'd try to bully them and, you know, get the scared and freak the out, just because it was a power trip. So I would walk her through steps, starting with taking a deep breath, walking away, where did that thought come from, why is it there, and just working it from a different level and then doing something kind. And with those steps, she changed dramatically over the upcoming year and everyone at the prison was saying, "What did you do to this woman?"

So it was a miracle meeting, we both got a lot out of it and that's where soul blazing was really developed and honed, so I'm really grateful to her and that experience.

Bart: Well, you know, many people spend thousands of dollars for the right word that described it and that was actually, not only a correct word, but it was so appropriate because it came out of an organic experience.

And by the way, I've watched Lisa work and like, I'll \*\*\*\* more about the reality show, but you really do have a sense of sincerity and truth that I don't see many counselors really have the guts to do. And part of today's phone call is, you're going to explain a little bit about soul blazing, maybe give some tips on how the counselors and coaches on this phone can use some of what you've discovered, and again, this is kind of non-published information. Do you have a publishing date for your upcoming book?

Lisa Haisha: I do not, but I think it's going to be Fall of 2013.

Bart: Awesome! So this really is kind of new material that you haven't heard and you can't just go buy.

Lisa Haisha: A part of—

Bart: I said, this is new material, like this is not available, so I just want people to know this is kind of special that she's sharing with us.

Lisa Haisha: Yes, and when the book comes out, it will be great to use as a resource for any speaker, life coach, trainer, mentor, social worker, because it really does give you tools and exercises to work, use with your clients that really helped make dramatic shifts, and I am someone who's worked with millionaires, I've worked with royalty, I've worked with top actors and I've worked with the homeless. I've worked

with orphans, I've worked with prisoners, and people in transition, and really honed this, working with over, probably 1,000 people over the past decade.

Bart: If you've just joined us, this is Bart Baggett, as we've got another 20 or 30 callers in the last few minutes. On the phone with me is our my special guest, Lisa Haisha, known for soul blazing, but she's also very much a counselor to the stars, orphans, all around the world you do something called soul blazing.

And if you haven't joined 100 Coaching Tips, you saw this on Facebook and \*\*\*\* email out, feel free to go to the webpage, 100CoachingTips.com. You can log in and you can actually submit your questions right there on line, because we have always received a couple of questions and we'll get to those at the appropriate content. So we're going to cover a couple areas and then we'll be open for your questions as well.

Lisa, I want to talk more about your soul blazing, about the imposter, and some of the techniques which you use that really create massive transformation in clients everywhere, from like I said, prisoners to movie stars. But I also want to talk about something that's really interesting, is people had a high interest in how you have created these exotic retreats, and you mentioned when you opened the call, with part of your values is traveling, that you really find that important, so you had to create a lifestyle for yourself that you can travel.

You want to talk a little bit about how you incorporated the idea of travel into your coaching practice? Because a lot of people feel trapped, that they have to be on the phone every week, 30 minutes a week for coaching clients, when you literally spend two weeks out of the month in a foreign country with no phones on the back of an elephant.

Lisa Haisha: Yeah. I love traveling and I love being disconnected, away from all technology, because that's when your answers come to you, that's when you could be in touch with your authentic soul, really come, the first thing is connecting to yourself and then connecting with others.

I found the biggest problem in society today is people forgot how to connect to others, really connect and share stories, and experience things. Most people don't value experiences and adventure as much as they do how to earn a dollar. You know, making a million bucks.

And when you have that mindset instead of, "I want to gather experiences to help me become unique and to be able to share, you know, gifts and new ways of thinking," you can't really reach that million-dollar mark. And if you do somehow by mistake or cheating or whatever it is you do to get that million dollars or inherit it, you're not going to be happy. Most of the people that I know that are rich and unhappy did not do the footwork. They did not find the peace within where they could enjoy it. They have the money, but they're still the unhappy, unsatisfied, unfulfilled person they were. And the people that are happy and have millions are the people who did the work. So I said, "I want to be one of those people. I want to be rich and happy."

So I found when I travel that there's this shift that changes inside me and any time I travel, I bring things for people, I never like to go to a country empty-handed. So since I live in Hollywood, I bring Hollywood t-shirts and memorabilia and pins and, you know, stationery, pencils, things that people would love, like a souvenir from Hollywood. And I take it there and I also bring a lot of stuffed animals, and I have my daughter, I have a four year old, give her toys and stuffed animals and clothes to orphans, because I think it helps her feel connected also.

And I take these things to the country and when I meet people, I just hand out presents and gifts. I also bring a lot of medicine. You know over-the-counter drugs because a lot of people can't even get, you know, Tylenol, over there and they just beg for it, "Do you have a Tylenol or an Advil?" It's crazy, it's like worth so much since they can't get it.

And, you know, when you go there with an open heart and with the intention of connecting to others, I mean, there's so many times I just got off a plane and went in search for my soul family and if I didn't find anyone that night, I'd spend the night in a hotel one night and the next morning at breakfast I'd find people and say, "Can I stay with you? Can I stay with you?" Because I wanted to experience them in their country, I didn't want to be a tourist in a country.

So what that did, it slowly led into my friends saying, "I want to travel with you," because I took a lot of videos and interviewed people and they thought, "Oh, that looks exciting," so I started leading retreats eventually, taking 10 to 12 people on a trip to a place where they give back. They have to bring things for everyone, and then we have to do something for that country, like help build a house or work in an orphanage, doing something, and then they get soul blazed at night, it's all about coaching and therapy and drumming, dancing, and whatever it is, depending on where we were.

And Bart was one of the first people that really inspired me to do travel also in that way because he invited me on a retreat he was doing in Costa Rica and we did that together and first of all, I loved working with Bart, because his energy is incredible and his intelligence and his background and we were just so in sync. And being exposed to that and saying, "God, we're helping all these people," there was about 65 people there, and everyone's having a good time and making such huge shifts while \*\*\*\* and when can you do that? Nobody's on the phone dealing with their life's problems. Because when you're still in your country or you're living at home and going to the seminar every day and then going back home, or even if you're in the States, like if you live here or whatever country you live in, if the workshop or retreat is in your country, you could easily call people and get dragged down by your problems.

But if you go away and truly commit to this-is-me time, you will see amazing shifts. Your personality will change, you'll feel comfortable in your skin, you'll know who you are and when you know who you are and you're connecting deeply and profoundly to yourself, your authentic voice comes through naturally.

So many people say, "How do you become a speaker? I saw you speaking the other day, you didn't have any notes how do you just talk for two hours?" And it's all about knowing yourself, connecting, you don't have to have notes. You have everything inside you, you just pause and think and not be afraid of silence. You just look at someone in the eye and something will come to you. You have that kind of connection when you travel by yourself or when you travel on retreat away from home. You look at someone and say, "This is what this person needs to hear, and if that person needs to hear it, I'm sure half the room does." And you start ripping and you watch and feel the crowd, you're in touch with the energy of the crowd, and you just give a dynamic speech where everyone's like, "Oh, my God, you said exactly what I needed!" It's like, "Well, yeah! Because I was paying attention." I was there to serve, I wasn't there to be, "I'm Lisa Haisha and I'm speaking here tonight and I'm going to just blab about whatever I have on this paper and I don't care if this is right for this crowd or not," because that way you don't reach people.

And you have to be able to take that risk. So what you do is you just write down bullet points of the basics of what the, you know, lecture supposed to be about or what the event is, and then you play in the field, and you take questions and you just launch into whatever.

So if you connect with yourself, you'll connect with others, and that's the key to being a dynamic speaker, for all you speakers out there or whoever wants to lead a workshop or retreat, take them away. Get the where they can't call their spouse or their kids or deal with work problems that come up.

Bart: Well, and I think it's probably the next step, if you only do one on one, you probably need to have some experience, you know, doing one on five or small workshops, if you're going to do a retreat.

One of the questions we have, and then I also want to give more detail on the experience we had, because I know since we've did the Costa Rica retreat, you've done dozens of other, and even in my humble opinion, better and more dynamic and just amazing retreats because you've really expanded and made this part of your ongoing business plan, which I want you to tell more about that, so sorry about that. But let's get to his question first.

Chess in San Diego said that he wants to know for an event, like a foreign travel event, to be transformational for a participant, what is the maximum number of adventurers that you like to have on your trip?

Lisa Haisha: Well, it depends on the venue. When I take people to Tanzania, I like to stay in Bedouin tents with the Masai tribe because that is a transformational trip. And in that, there's only eight Bedouin tents, so depending on if you're a couple or you're single, whoever signs up first, it's usually about 12 people. 12 people is very manageable and they really get a lot of one on one, and they get one on one with each other, and they get a lot of time in nature and with the Masai tribe, which is huge learning there.

I'm doing Tibet with Christopher Howard in October and that we're going to have probably about 40 people or 50 because that is a mentoring trip, where we're going to have several other mentors there, so depending on what you want to learn or what you want to gain, there's some mentor there that specializes in that, so you get one on one time with two or three mentors, which is an invaluable, you know, proposition for anyone who wants to grow their business. So that's a little different.

And then I'm taking people to Brazil in January with Ben Vereen, so we're going to do drumming and dancing at night, because he's an amazing performer. I don't know how many of you know about him, but he's one of the only people who has received an Emmy, an Oscar, and a Tony. And he's a dynamic drummer, dancer, singer, performer, and he's a very connected spiritual leader, and he speaks a lot at

Agape, among other places around the world, he's constantly booked. And we're going to be doing art. So we found a bungalow that has 8, I'm sorry, 12 rooms, so we're thinking about 8 people for that trip, because we want it small. And we're going to be a cozy group that's just going to grow spiritually. That's the foundation of that trip.

And then we're going to post-trip to go see John of God. He's known as one of the top healers in the world today, if not the highest and most respected teacher today, which is about an hour to drive outside of Brazil. So we're going to go do that, so it'll be a nine-day retreat of really finding your authentic voice and then it will be to go see John of God and get this healing work done on us. And I've never met him before so it'll be exciting for me, too.

Bart: So what I'm hearing is, really you want to have enough mentors or teachers to give enough one on one to make the person really have enough one-on-one experience with someone who's, you know, qualified trainer or mentor. And then also, you know, have that intimacy with you, being, you know, the speaker. But, you know, I have also heard that people like Tony Robbins, they have 500 people on an island like in Fiji, they have transformation, but they don't necessarily get the kind of intimacy that you provide.

Is there a magic number for you compared to what they do? Is there any criticism on what they do? Because I know Chris Howard has huge seminars with 500 people and I know he's so talented he gets transformation.

Lisa Haisha: Yes.

Bart: Is it just what we're offering or what this—you're basically creating intimacy and adventure, not just information, is that the difference?

Lisa Haisha: Yeah. I think the difference is, when people have gone to those big ones and now they're really ready to say, "I'm ready. I want to be a star in this field. I don't want to be just another life coach or another speaker, I want to be a star," meaning the best they can be, known as one of the top people in this field, whatever field they're in, live coaching or speaker or author, author/speaker, whatever their hyphenate is, then they would come to someone like you or me. Someone that offers smaller retreats, that really, it's like a private school, shall we say? Instead of a big university.

So people that we allow in the retreat, which they have to apply for, they're also very special people. So they're not only gaining from the leaders of the retreat, they're also gaining intimacy with other top people in their field. So when we send them off to do a duo project or by themselves or a trio, three of them together, they need those other people to help them grow, because again, I work with the imposters and the masks we wear, so you need other people, you need a little audience and you need people to work with. You know, to get feedback from besides one teacher.

So I'm usually the guide and then I let other people chime in and really help, everyone's helping everyone and you're piggybacking on everyone because I'll be working with one person for about an hour or two, it's like a private therapy session where everyone's in the room watching. And usually my sessions are done with dim lighting and candles, candles everywhere, and it's just beautiful and intimate compared to a bright room like most therapists work.

So it's really deep and we really get to the wounded inner child and I don't work with a person, like if I was working with you, Bart, I don't work with Bart Baggett, and Lisa Haisha is not working with Baggett, it's my authentic soul, higher self, is working with one of your imposters. So I'll say, "Bart, let me work with your narcissist," and I'll be having a conversation with your narcissist and having your narcissist do stuff. "Now, let me work with your wounded inner child, now let me work with your over-thinker." And then you channel that aspect of you that is sabotaging your life in some way.

Like if you're an over-thinker and you cannot get things because you don't know which road to take, which ladder to climb, and what if I make the wrong decisions, so you find yourself five years later in the same situation because you couldn't make a decision, I work on that aspect of you. Or if through your wounded inner child, I was raped or I was abused or this person did this to me or when I was child that happened me or my father abandoned me, then we work just on the abandoned, you know, wounded inner child issue.

Bart: So A) I think there's three narcissists in me, so we have to have three sessions.

Lisa Haisha: And that happens sometimes. Because then it's not you, it's like, it's not you, that's your imposter, you know, posing as you, so let's like get him so I have a lot of leeway to be brutal, because it's walking that fine line, because I'm not

criticizing you, it's your damn imposter that's doing this to you, too, so we're both going to get this guy.

Bart: So before we move into the imposter, even more into your actual techniques, I want to finish up the retreat idea because you've given us some real pearls of wisdom because everybody on the phone, and this is one of the highest attended conferences so far, Lisa. I think the idea of traveling to exotic places and having high-end retreats with your very best customers/fans/clients/friends, because they become friends at that level of intimacy, is so attractive.

So let me give the metrics on what we did in 2006 and maybe you can tell me what you're doing now, from a business perspective. I have to think that if this is not profitable for you, you couldn't continue to do it, is that a fair statement?

Lisa Haisha: Absolutely.

Bart: So in 2006, the business model was very simple. We found a retreat in Costa Rica, me and this other person, we're actually the leaders and then Lisa and another amazing person came along, so we had four leaders. So we combined the resources, reputation, email list, and relationships of four fairly well-known people. Not famous people, not Victor Hansen, not Tony Robbins, people that were famous in niches. One of the people was a fairly well-known health, you know, guru, running guru, and health practitioner. I'm very well known in NLP and timeline, in growthology, and graphology, and graphotherapy, so we each had our own, you know, fans, shall we say. And from that list of fans, I figured that I could probably get 5 to 10 people that would travel all the way to Costa Rica with me and spend between \$2,000 and \$5,000 on this high-end retreat. And I was correct, by the way, we were able to fill that up.

Lisa, I think you also had a certain amount of fans, and Nick had some fans, everybody had a certain amount of people, so we actually combined four entities together to create this.

Now, if you're already very famous and have a very big amount of lists, like a Dan Millman, you may not need to partner with anybody else.

Lisa, I've noticed that you're partnering with people now, but I think it's just because you want to be around them, is that a fair observation, that you pick out really amazing people and you go and travel with them?

Lisa Haisha: Well, yes, it is. How that started was I was doing it by myself for a while, probably seven or eight by myself, and then other people started approaching me, like I got together with Ben a few times, because I met him at a retreat. And he said, "I'd love to work with you in some capacity." And I said, "Oh, by the way, I'm doing this Brazil retreat, why don't we hang out in Brazil together?" And he said, "What does that look like?"

And I explained what we were going to be doing and he said, "Oh, I'm all over that, I would love to." And then I said, "Let's co-lead it." And he said, "Excellent." So that's how that came about, because he has been a friend now for about seven years and he's been watching me go on these and he said, "We got to go on one of these," and I'm like, "Well, come on this one." And he was really into it because now he's been working at schools across the country and he created a new form of teaching children and really reaching a lot of children that have disabilities in learning and anyway, he's really been passionate about that, that's been his focus the past couple of years. So he really found the retreat in Brazil to be a great time to relax and help.

And Christopher Howard came about because we were working together, we did Cairo a couple years ago together, where we had 135 people going down the Nile River together with a couple of other mentors and that was amazing. And we got to be good friends on that trip and then we started mentoring together doing a high-end millionaire mindset inner circle retreats for a year. And on those we really got to be close and we realized how well we worked together, so he said, "Why don't you come on this Tibet one, I'm doing Tibet, why don't you come on it?" So he actually created that and I'm just joining him on that retreat.

Bart: So part of the puzzle is you want to make sure you have great rapport with the other leaders.

Lisa Haisha: Yes.

Bart: It would probably be ill-advised to just pick someone out of the line-up of best sellers and just start it, you really need to have that ongoing relationship.

And you and I both know, when you're spending business money, travel, you know, tensions can be high if things don't go well. So obviously it would behoove you to spend a little time with the person before you invite them as a partner. Because it really is a partnership on those retreats, don't you think it sort of falls into that category?

Lisa Haisha: Oh, it's like a marriage. And you don't want a dysfunctional marriage when you're trying to lead other people and teach them how to have a fabulous life.

Bart: So just a final thought on the Costa Rica retreat, tell you a couple things really interesting, is we found a retreat, whatever it was called, \*\*\*\* or something, it had, you know, 24 rooms or 12 rooms, I think there was room for, like I said, 60 people, whatever the number was. I think the final bill was \$18,000. That's what we were committed to, because we had to rent out the entire retreat, otherwise you get some like, you know, Spanish wedding next to me or, you know, polka dance when we're trying to meditate and that wasn't going to work at all.

So we committed to renting out this whole venue. We shared the expenses of the deposit, and we're on the line for, you know, \$18,000 plus \$24,000 airfare. So you figure that we've got to get at least 24 people at \$1,000 to break even, and if we can get, you know, more than that, that'd be great.

So the metrics are pretty simple, I think you'd start with what you think is your ideal number, start with the venue, figure out your cost, and then figure out how much profit you want to make.

In the case with Costa Rica, we had just, it was either right before the recession or after the recession but there were a number of people who easily put down \$5,000, and that was no problem, that was, you know, the best of the best. And there were a number of people that, you know, we basically, like, friends of friends, we were like, "Hey, here's our cost. Our cost is \$1,200 a person." Some of them came there. So we did fill it up, but I can't say that it is an easy sell, especially if you get in the 50 and 60 numbers. But if you stick between 8 and 12 and you've got a rabid fan base, you could easily make that work.

So that's what we did in 2006, and I know you've done so many since then, Lisa, you have a whole different set of challenges and gems to share.

Do you find that if you go to Cairo or go to, you know, Tibet, eight months in advance, those tickets sell out really fast? Or how is it that you market that and what price point do you look at and what do you suggest they do on their first or second one?

Lisa Haisha: Well, what I've done is, I figure out what the base cost is and then whatever that is, I charge a fee for my teaching, which is usually I tack on another

\$2,000, because they're getting me for 9 days, which is a steal if you consider what I charge here. My clients pay upward of \$500 an hour.

So with that metric, if I book half the retreat, I already made my money back and then some. So if I fill it up, you know, if there's 12 rooms and I get 15 people, you know, a few of them sharing a room, I'm really making a profit and it's a win/win/win all the way around, because they're really getting, really a private coach full time for 9 days. Because we work in the morning and then I have break-out sessions and we work one on one and everyone gets privates with me, and so it really works out well. So I just really have to book 50% and I'm good, and it usually fills out 100%.

And usually, which is interesting, every retreat, the last four or five days, is where the rush is. You know, it's scarcity. Five more days!

Bart: Wait, wait, wait, the four or five days of on sale or before they leave?

Lisa Haisha: It's about three-quarters filled until the last three or four days, when we're about to take off.

Bart: That's insane, an international trip, people will drop everything for four days, that's so odd.

Lisa Haisha: I found that with every trip the past couple of years. And it's like, okay, so we have this many people, cool. And then the last couple of days it's like, boom, boom, boom, boom, boom! And it's like what? Four or five or six other people right now? Are you kidding me? Yeah. And they drop everything and decide they don't want to be left out. Like the emails keep coming in their inbox, "You don't want to miss out on their trip!" And we show more pictures of what's going on or we put more videos up of, "These are our conversations, these are the people that are joining us," and I do the teleclasses with the other people who have signed up. And people listen on those calls and then they're like, "Okay, forget it. I can afford it, I'm not going to miss out on this trip. I don't know what I'm going to be doing next year when the next one's going to be offered," and they sign up.

And I have to tell you, if you go on my website and look at the testimonials, you'll also see why people want to come on this trip and every single person felt they got way more out of it than what they spent on the trip and that it was the defining moment of their life or it helped them tremendously wherever they were. I don't think I've had one bad customer.

Bart: That's awesome. And part of that's probably the application process, too, because you know who's going to be a challenging customer so you're, you know, very selective because the group is learning from the group and I think that's a good process.

Lisa Haisha: Absolutely, that's huge, that's key, and I only take people who can afford it. If they can't really afford it, I say, "Wait and go next time, because I don't want you looking at your pennies, or for you to come home from the trip and be in debt, and that's stressful.

Bart: No, that's totally stressful.

Lisa Haisha: You could come back.

Bart: The website we built for Lisa is [100CoachingTips.com/Lisa](http://100CoachingTips.com/Lisa). She's got nothing to sell you. She actually put together a little gift package for you with some of the things for her and also, you know, that links to her website which is [LisaHaisha.com](http://LisaHaisha.com).

But go to [100CoachingTips.com/Lisa](http://100CoachingTips.com/Lisa). You put together an audio and some, I think, a 20-minute soul blazing telephone session. You've done some really nice things for people on the phone call tonight. And we really appreciate it.

Lisa Haisha: Yeah, and a one hour soul blazing audio where they can really learn of what soul blazing is and I take you through the steps of what the process is. So you could listen to that, and also, I just finished actually recording a 10 CD set about, it's called *Soul Blaze Your Life*, and that will be available to people in 3 weeks, if you want to get that, it's on my website also.

Bart: Great. So stop by that, you can't buy it today, but she gave you a bunch of cool gifts, just for being here tonight.

Lisa Haisha: Yes.

Bart: So [100CoachingTips.com](http://100CoachingTips.com), of course, /Lisa.

Lisa, thank you for sharing the retreat information. People, I know, are interested in doing that. They didn't know how and now they kind of know the metrics. And you kind of, just to restate, the average price for like a trip down the Nile or to, you

know, hit drums in Brazil, are \$1,200 to \$5,000? Repeat that for me one more time, what is the average that they end up paying, including the travel?

Lisa Haisha: Yeah, well, whatever, it depends on the length, usually I make it 9 days, and usually the rooms, or wherever we're staying, I try to keep that \$150 a night or a little under, \$120-150, so, times 9. And some people like to come 2 days before and stay 2 days later, so it's usually, you know, 12 days or so that people would spend. So that's the price. And then, you know, I charge miscellaneous fees. I tag on \$50 a day for miscellaneous, for each person, then I put another \$200 a day for food and, you know, just whatever, food, water, when we go on trips, extra sandwiches, snacks, \$200 a day. Then I put a, you know, \$1,500-2,000 for my fee.

Bart: Got it. So you estimate \$1,500-2,000 for your fee and then whatever expense on top of it. So they could be spending anywhere from between \$4,000 and \$6,000 perhaps?

Lisa Haisha: Yes. Cairo was \$10,000 actually.

Bart: \$10,000. That gives you the little price point. And then also you know what you're kind of expecting. Now, you don't pay their airfare, you let them manage that on their own, correct?

Lisa Haisha: Yes.

Bart: Yeah, it's really complicated to be in the travel agent business. So the rooms, you almost have to arrange so everyone's together.

Lisa Haisha: Yes.

Bart: And the little excursions and the food, but the airline you don't have to get.

Lisa Haisha: Right. So for Brazil, it'll cost people about \$3,500, which isn't a lot. Because I got a really sweet, cozy place that's small in a little artist village on the beach. And so then it's their airfare. So really, they could do Brazil, you know, 10 or 12 days, you know, working 9, but if they want a little before and after time, they could come for \$3,500.

Bart: That's fantastic.

Lisa Haisha: So that's really a great deal for the life change and transformation shifts they'll get.

Bart: This is one thing I hadn't planned on asking. You live in the Los Angeles area, you work with a lot of wealthy people in the entertainment business. You, yourself, are not poor, by any stretch of the imagination. Is it a choice to work with wealthier clients or is it that the ones that are wealthier gravitate toward these high-end retreats? And how would you suggest someone who lives in Ohio or Texas without maybe necessarily celebrity clients, how do you gravitate up toward that echelon of clients that can afford this kind of retreat and find value there? Is there a special process for attracting clients with wealth?

Lisa Haisha: Well, the clients with wealth know me and they want to just sign up for it. Like I was just in Montreal at the Just For Laughs Festival, and several of the, you know, the co-creator of the "Big Bang Theory," and the creator of "Girls," the creator of—you know, these different shows, I was explaining to them what I do and they said, "Oh, sign me up." You know, the wife of a top talent agency, "Sign me up, I've been wanting to do a retreat like that." So those are easy, no-brainers.

Bart: Because you're in the circle of those people, you're already around them with where you spend your free time.

Lisa Haisha: Yeah, so they're just friends or new friends that I'm meeting, that are saying, "Oh, my God, I would love to do that, I hate traveling alone and I," a lot of people say, "I have no soul," you know, like I've just been in this business so long I need, a cute phrase that I hear a lot. "And I'd love to go and just do something like that." Then some of these people have never done that in their life because they're so afraid of leaving LA for a day, if they're not working, you know, if it's not a work trip showing a movie that they're doing or going on some sort of, you know, event where they're the star. And they say, "God, just go there for me, to just chill and learn," it's like huge. "It's only \$5,000, are you kidding me?" You know, it's like, "Oh, no, for you 10, 10."

You know, because \*\*\*\* them overpay if they could afford it, or I'll ask them for a donation so I could let someone else come who doesn't have the money and give them, usually on each trip I give one or two partial scholarships, where they don't have to pay for my fee and they just pay for the basics of the room. You know, so they got food and, you know, my fee is taken off, so that's all they're paying. So they could go for like plane fare and about \$1,000.

Bart: I love the partial—I know in Costa Rica, we actually gave one full trip away as part of the promotion. And what it did, it got everybody on everybody's list reading the sales page, reading about the retreat, because they thought, "Well, maybe I could get that one free ticket through this contest." And you give partial scholarships.

One more time, you give partial scholarships, where you would basically waive your profit, so instead of \$5,000, a partial scholarship is saying, "Hey, you know what? I'm going to throw in \$2,000 but you've got to cover the expenses." And you give one or two of those away. Or in some cases, they donate to cover that payment, is that correct?

Lisa Haisha: Yeah, yeah.

Bart: I think that's great.

Lisa Haisha: So they would pay plane fare and just their hotel fee. And then everything else is free. And, you know, the food's free and the traveling, you know, getting the vans and going from here to there, you know, all the expenses, all the miscellaneous stuff that comes up, Bart, so much.

Bart: Yeah.

Lisa Haisha: Because any time you take on, wherever, if they're going to do paragliding or whatever it is, surfing, or an adventure some place somehow, these busses or whatever, vans, that take you, it's triple the price that you think or you were quoted, and then the tip. You know, tipping everyone everywhere, somehow, it balloons up, three times of what you thought, it's like making a movie. You have a budget for a million and all of a sudden it's three million or if you're budget's 10,000, it's 30,000, for a short. It's the same thing.

Bart: I go to India every year for my books and a tour, I'm actually going next month. I know you're going to be in Tibet. I was thinking about putting together a retreat last year and what had occurred to me is, now I have people in place that kind of escort me around, because I've been there so often, I got friends that live there, you know, I'm always with a local person. And it occurred to me that I add 12 people with me, I almost have to hire another person to manage the event because I'm also doing the event.

Do you bring a manager? Do you bring like a liaison, a travel agent? How do you manage that management role, because you're really there to soul blaze and to connect and to create intimacy?

Lisa Haisha: Yeah, I bring an assistant.

Bart: Okay.

Lisa Haisha: Who handles all the check-ins and making sure everyone's in the van, out the van, you know, in class on time, this is the time lunch is—the organizing person. You know, which is like my project manager. And then I have a videographer, who goes around and takes pictures and videos of people. And then I have an assistant, a personal assistant that helps me just carry my stuff or organize me.

Bart: So you have to put that in the budget because it's not just you, it's you plus three assistants to manage this event.

Lisa Haisha: Yes. And that's why I charge \$2,000 also for me, because I have to pay out these people also.

Bart: Good. This is all great information. I don't think, Lisa, anyone's ever explained this on a teleconference or a book. I know that I learned it the hard way. We learned it together the hard way, you know?

Lisa Haisha: It's all the miscellaneous expenses that come up, it's just ridiculous. But each retreat, you don't make a lot of money on retreats. Retreats have to come from passion. I consider my retreats continuing education like as an educator, because I learn so much on them. And when you take people on these retreats, they open up so much that the depth of learning is so deep, that I feel, I don't need to make a lot of money there. So really, I just clear, you know, all my costs and then I make, you know, no more than 10 grand a trip.

Bart: But that's so important to know, because we say it's going to cost \$5,000 or \$10,000, someone's putting it in their head, "Oh, my God, I'm going to make \$150,000 with 12 people." But what you're saying is, "It's an amazing opportunity, but in the end you spent 10 days and you made \$10,000, \$1,000 a day. You could have made that on the phone coaching."

So don't do this if you think it's just for profit. You do this for charity, for love, for intimacy, for the other reasons you mentioned.

Lisa Haisha: Oh, yeah, I've done teleclasses right after Cairo, because that was a very high-end trip. And I did a teleclass for four weeks, \$800 a week for one hour, not even one hour, a 50-minute hour. \$800 a week. For each person. And I had probably 12 or 15 people. That 4-week teleclass, that was 50 minutes, I made more than the whole cruise. The one that I did.

Bart: Yeah. So there's a lot of ways to make money in the world. This is one that would make money and feed your desire for adventure, and travel and charity.

Lisa Haisha: Yeah. Yes. They give me \$25,000 or I get a free suite, you know, to bring someone else with me for free. Yeah, that's where you make some more profit, but on a retreat that you're creating yourself, you're not going to make a lot of money, but the experience is worth more than the money you make on anything else, because that's where my heart is, adventure and experience. Because if I don't continuously get experiences, I don't feel I could be as an effective educator, teacher, coach, speaker.

Because what do people really want to hear? Do you really want to listen to someone speak who just read a book about how to be happy or how to find your bliss or how to create your legacy? Or do you want someone who's actually out there learning from people all over the world. I mean, I've lived with Bedouins in the mountains of Petra, I stayed in \*\*\*\* with Bedouins. Sherpas in Nepal and Shamans in Peru and Aborigines in Australia. I stayed at City of the Dead where people make these makeshift homes around coffins and the coffins are their coffee tables, and I lived with them for three weeks.

And so you like live with these people and really study them. You get such a different flavor of life and it shifts who you are and how you think and how you feel from the inside out and you could just share that. And when people are with you, that intimately, like all day long, 12 hours, and you're singing and dancing at night and sharing stories, you just start to fuse energies, and that's when you change. You don't change my just someone talking to you at a lectern about what life's about. It's about being in the trenches with someone, that's when those huge shifts happen. And there's nothing like it from me, I love that more than anything else, so I'll keep doing these retreats and my husband's going, "What? You're going to Tibet in October and then again in January to Brazil? You're going to be gone almost two months?" I'm like, "That's right, you know, you're welcome to come, but I'm going,

you know.” Because I love it so much. And Tibet came up because Chris invited me to do that with him and Brazil was already planned.

Bart: That’s fantastic. Now, we only have about five to six minutes left on the interview and we’ve had a few questions, but I promised a couple of bullet points, so tell me which one of these you want to answer, and then I’ll remind you again that Lisa’s giving away a chunk of information on the website, including a CD or a download mp3, which really goes into more detail on soul blazing, which I don’t think we went into as much as I would’ve liked to have gone.

So go to [100CoachingTips.com/Lisa](http://100CoachingTips.com/Lisa). If you haven’t logged in and made a membership, please do that because next week we have some great interviews. In fact, all month we have some amazing interviews that goes into this kind of detail, kind of pull the curtain back on the coaching business.

Lisa, here’s the two questions, you can pick one, two, or you can put all of them. One of the bullet points is how to make millions of dollars by giving back. And then one is how to create a movement and help others achieve their dreams. How would you kind of address those bullet points?

Lisa Haisha: Well, okay, first of all, if you’re getting in the speaking, live coaching business, or you want to be an author, you have to have a strong drive inside you that’s bigger than, “I just want to make money.” If you’re out there to just make money, you’re probably not going to make the money, you’re going to be, you know, scrambling around, wondering how everyone else is out there doing it and you’re going to spend, you know, 10 years in this field and you’re going to have your tail between your legs going back to where you came from. Because it’s very competitive, everyone’s a life coach these days, it seems, or an author/speaker.

So what makes you unique is creating a movement. Figuring out what it is that is driving you. What is the driving force that makes you special, that makes you feel you have something unique to share and teach others. And if you don’t know that answer, I would quit and get into something else or I would really take the time or come on one of my retreats or one of Bart’s retreats or anyone you admire, their retreat, and learn. Figure out, make that your school, of figuring out why it is you want to do what, you know, you want to do, if you want to work with other people. Because there’s too many people out there that aren’t effective because it’s not in their heart.

So you have to create a movement. What I did for my movement, without knowing it, because nobody told me this, was I created a Whispers In Children's Hearts Foundation, which started with me going to orphanages and asking orphans questions about, you know, is God fair, or, you know, what makes them think if, you know, they died who would they want to, well, who's the last person they'd want to talk to? And whenever I asked them so many personal questions of how they feel about being where they are, and through that, I created a book and I got so many followers because they wanted to come on that journey with me. I started a website, taking people to these places that I was traveling, so they are with me in the moment and that gave me 10,000, 15,000, 20,000, 30,000 followers.

And that moved people so deeply that they wanted to change lives. So they wanted to go to orphanages, they wanted to work with kids, they wanted to shift their life. And then once they started making money, that's when your movement starts. Because now you're changing people at a higher level, not just saying, "Here's a million bucks." I didn't get a million bucks in my bank account by saying, "I want a million dollars," because I'd been around too many people like that, especially in Hollywood, who are miserable with their millions and they snort it away or they give it to prostitutes or they lose it because they gamble too much or they're giving it away hiring such a huge entourage because their ego needs it, but they find themselves bankrupt.

So I did it, what do I love? I want to know what makes people tick. How to help these people, what do people really need in the world, what does the world need? And by doing that, somehow I created this movement that sold my books, sold my workshops, sold retreats, teleclasses, and put a million dollars in my bank account, that keeps on coming. And that's without trying. That's doing my passion every day, not working a day in my life, because I love what I do.

So if you could say that, you'll love what you do. And if you don't know how to do it, if I spoke too fast because you can't answer that question in two minutes, listen to my audio CD that's free and I'm also offering the free 20-minute consultation to help you hone whatever it is you want to do into a movement and then you can come on a retreat or whatever, if you want to take it further. Or find another teacher that you connect with and take it further. Because I'm not attached to anyone coming to me personally, I'm attached to them finding whatever's best for them, because that's what a movement is about, your—

Bart: I've never heard you talk so passionately about something, Lisa, I think that's so inspiring, and how you do create a movement, and I think it all goes back to the

idea that you wanted to make a difference, connect with people, and basically give back.

Lisa Haisha: Yeah, my dad, when I was about 15, was mad at me for doing something, and he said, "I'm sending you to an orphanage," and he pulled a gun on me and it was dramatic, it was crazy, my dad's from Iraq, and that's how they discipline. I went to my room screaming, "I don't want to go to an orphanage!" and I was scared.

And then when I was about 26, I decided I wanted to go to Iraq to see my roots and try to understand my dad better and how he was brought up, really under a Baghdad roof in San Diego. There's so many restrictions that none of my other friends had.

So while in Iraq, I stumbled upon an orphanage, I wasn't planning on going to an orphanage, it just sort of happened, someone who was giving me a tour of the country said, "Oh, here's an orphanage," and then when I walked in, I just had this shift, my heart sank, I got tears in my eyes, and I got a flashback to my being 15 and my dad saying, "I'm sending you to an orphanage." I'm going, "My dad grew up here in \*\*\*\* this small town in Iraq, and here's the orphanage in this small, little village!" This is what my dad was picturing when he said he's going to send me to an orphanage.

So who are you? And I was so connected to the children, I wanted to hug everyone, and I'm going, "This could've been me." And that's when a little boy said, "Why do you care about us? Nobody cares about us. Nobody cares what we have to say." I said, "You know what? I do. I'm going to memorialize your words." So that forced me into writing a book because I promised! So I memorialized their words then said, "God, other orphanages probably feel the same way." So I went off to Europe and Asia and Australia and South America doing the same questions to different orphanages around the world because I could've been an orphan if my dad had his way.

So that's how it started, so my movement was by accident. Because I'd been around so many other powerful people and people also creating a movement, theirs was very, a lot of them was, you know, really set a target to create a movement. So I got to boasting how I did it organically and how they did it, you know, specifically following steps. So I created a course of how to create your legacy, which if you go to my website you can see, and teaching people that. Because that's when shift happens. And you change, and you're happy every single day, because nothing could get you down, because you know in your heart what life's about, and the

secret to life. And your authentic voice is ruling you, not your imposters. Not your wounded inner child, fear does not rule you any more, power rules you. So nobody could get to you, and that's powerful. That's an authentic being.

Bart: Wow, I wish we had another hour with you. Every time I chat with you I get so excited. And you mentioned, you know, the phrase of finding your legacy, which is a phrase I heard you use when we did our retreat and I just so loved the idea of a legacy and how to find it and hone in on it. And I'm glad you're still teaching that, because I think that really struck me many years ago, is profound, and it does as well.

Lisa, I think we're going to be out of time, so I have to ask if you have any more final advice to give, and then I also want to suggest that if people like this teleseminar, which I know they did, post a comment. You know, the 100 Coaching Tips is a blog. Once you log in, you can post a comment and the compliments and criticisms, if you have any, we'd love to have your feedback.

The website, to get more about Lisa and take her up on her offer of a consultation and downloading \*\*\*\* is [100CoachingTips.com/Lisa](http://100CoachingTips.com/Lisa), very simple.

And Lisa, any other parting words to inspire our coaches to create a legacy for themselves?

Lisa Haisha: Well, Kevin Spacey, do you know who Kevin Spacey is?

Bart: Well, I do, yeah.

Lisa Haisha: The famous actor? There's something he said that always just really rang true. He said, "There's no prize out there in the world. There's only an inner prize. It doesn't matter in lean years or fat years, if you're meandering around—good luck. If you want to be ambitious, to be successful is desire, desire is not enough. To know what you want and know why you're doing it. To dedicate every breath in your body to achieve it. If you feel you have something to give, that your talent is worth developing, caring for, then there is nothing you can't achieve."

So know what you want and dedicate every breath in your body to achieve it! Because that's your talent and it's worth developing if you really care, and you will achieve it.

Bart: Well said. My guest has been Lisa Haisha. I remind you that if you are on our mailing list, you will have a weekend replay of this, as well as the last two interviews that we did in the last couple of days, which were really information packed, if you want to learn how to be an author, expand your businesses, and a particular question to ask to get more people to enroll in your coaching practice.

We've had three amazing speakers this week. Check your email for the weekend replays.

Lisa, this replay will be up for 24 hours, so if you loved this interview, which I did, please tell your friends about it, send them back to the website, and listen to the replay again.

Lisa, you're not scheduled for this season, but I will definitely invite you back for Season Two.

And again, thank you so much. Everybody visit Lisa's website, [100CoachingTips.com/Lisa](http://100CoachingTips.com/Lisa). Take her up on her offer to download her mp3. And Lisa, thank you so much for sharing it.

Lisa Haisha: Oh, you're welcome, thank you for having me. It's always a pleasure working with you, or doing anything with you. I'm a huge fan of yours, so thank you.

Bart: And I'm a fan of yours. Good night, everybody. This is Bart Baggett with [100CoachingTips.com](http://100CoachingTips.com). Good night, Lisa, thank you.

Lisa Haisha: Good night.