

Jack HM Wong: [00:03](#) Welcome to another episode of Cracking the Entrepreneur Code podcast show. I'm your host, Jack Wong. Today, let's have a change and why do I say that? It's because I have been talking about business development for a very long time and you know what happened to the last few episodes? You have also experienced a lot of the business strategies, techniques which I called them business or technical development. As a very successful entrepreneur. I will tell you one thing that managing your personal development is also very important. So I would like to have a change of this topic today by inviting one of the experts who is very important to all of us because he's going to share with us this very big word starting with the letter "H" and guess what it is? It is "Happiness". How many of you would like to have happiness in your life as much as you want and every moment as you want? So I have the privilege to invite Mr Paul Levin and he's the author, the speaker as the blogger and a mentor and for several years now he has been teaching and enlightening his students with this method to improve their lives, so make them happier, to be healthy and pain free, and communicate such that all the relationships are perfect. So thank you Paul. Thank you for coming to our show. How are you today?

Paul Levin: [01:34](#) I'm wonderful, Jack. Thank you so much for having me here today.

Jack HM Wong: [01:37](#) Yeah, because when Paul sent me his profile, I found that OMG first of all, my reaction or my impression is that it's going to be a very different one because like I said in the introduction, a lot of people are focusing on so much the business development and I just talked to Paul before we started the podcast interview. I said to him "I am unhappy sometimes too." Why would that be the case? It is just because we could have setbacks. Our entrepreneurship journey is never ever a smooth one. I mean, if somebody tells us that the journey is a smooth ride, I will tell you that this is not going to happen. I mean the person might be lying. So in your experience, Paul, when you work with your students, what would be No.1 issue as to why they would seek your help?

Paul Levin: [02:29](#) Well, Jack, I work with two categories of people. The first is the person who's like me. If you took out a kindergarten picture of any kindergarten class in the world and you carefully looked at the faces of the children, you could say this child is happy and this child is not. Well, if you took out my kindergarten picture and looked at my face, it would be very clear this child was not happy and that's my life, all the way up to 52. And in working with a person who has been unhappy most of his life, he wants

to change and that's No.1. Once they are willing to change, I can show them how to totally turn that around completely. I like to say I transfer sadness into happiness and happiness into inner peace and that brings in the other category of the people who I deal with. These are people who are not necessarily unhappy most of their lives but they don't have that inner peace and I'll tell you what. When you add inner peace to whatever you're doing or whatever activity you're doing, first, it becomes a whole lot more enjoyable and second, it works a whole lot better. You get much better results.

Jack HM Wong:

[03:55](#)

I see. From sadness to happiness and from happiness to inner peace. I've been into personal development for a very long time because I studied the stuff by Robert Kiyosaki and Robert Kiyosaki, the best selling author of Rich Dad. Poor Dad is a very big firm believer of personal development. So I know that if I want to have a happy life and have a very successful career or entrepreneurship journey, I must manage my mood. If my mood level is not supportive, I would have lost 50 percent of the battle. I study something called "Learned Optimism" by Martin Seligman, which is what my coach has asked me to do. And I realised that I have a built-in mechanism of being a pessimistic person. So just to give you an idea what a pessimistic person looks like. First, there will be good things or the bad things coming to me. So when bad thing comes, I will just say because of my pessimistic character, life sucks and you know what? It doesn't work for me. I am very unhappy. That will be so-called the "bad mood". But this is not important. The more important one is when good thing comes. I didn't know what I know right now. So I've said one thing - "Hey you know what? it is just a matter of luck." So in other words, I am kind of like pushing all the good things away. And the saying is that the universe says, "Jack doesn't like all of these good stuff. Well, I shall give them to somebody who need them." So my coach told me to work on this learned optimism? And I did not know I was like that. So is sadness or pessimism born with somebody or is that because of the environment, the person is unhappy? How would you explain this?

Paul Levin:

[05:55](#)

First, let me go back. You gave the example of yourself but I have a story here. Let me give a very quick story of two little children just to exemplify what is a child who is destined for a life of sadness and the example of a child who is destined to a life of joy and happiness. So we have two little children. Let's say they're both five years old and we placed little Johnny into a room that is filled with toys and cookies and cake and just every kind of imaginable activity in computer game and whatever that you can imagine is in this room. And we play sort little Johnny

into this room and we wait a few minutes and then we notice little Johnny is sitting in the corner crying. So we go into the room and said, Johnny, what's wrong? Why are you crying? He said "If I touch something, it's going to break." So this is the pessimistic child. Now we take Tommy over here and we put them into a room filled with horse manure and we wait a few minutes when we see Tommy is fleeing horsemen, they were all around the room and he's having a great time and he's loving and he's happy. He's smiling, he's having fun, and he's so what the heck is going on? So we opened up the door and we asked Tommy, "What are you doing? What are you so happy about this?" Well, all this was, we know we're in here. There's got to be a pony in here somewhere. Okay? So that is the happy child. Now, in order to understand where this begins and why it begins and how it takes rate is actually something that No.1 it is not that important because it doesn't matter how it began. It's just what are we going to do right now? However I am studying that and I am looking at that and I'm developing some theories about how it begins, but let's deal with how to change it now because that's really all that matters and when I work with either an audience, because I do this entire teaching and in a presentation, I find that it's more effective if it's spread over time, so I also do it through a coaching program and when I work with someone in the coaching program, it begins with core concepts. There's certain bits of knowledge and experience, so actually let me back up and just talk about that. There's knowledge on one hand, experiences in life on the other hand. I could teach and talk till I'm blue in the face and it will amount to a hill of beans because knowledge is irrelevant. Knowledge does not change a person's life, one tiny bit. What knowledge does is it opens up the possibility that whatever it is you didn't learn might exist. Now you then experience it and it becomes real for you. So when I teach, I teach a concept and I give exercises to have the person experience the concept and there's half a dozen core principles, core concepts that we have to cover and have you experienced. Then we get to the point where the rubber meets the road and what that means is that everything in our life's experience, everything we experience in our lives comes from our beliefs, so if we believe that life is a struggle and that you have to fight and scrape and scratch for every dime, well then guess what? Your life will be an extra problem. So then the question becomes, well, okay, if my experience of life, which is not something I'm enjoying at the moment, is coming out of my belief, how do I change that? And the answer to that is the first step is we find the belief and this is something that pretty much do one on one with people. I also do it in group sessions. This is why the coach is just so much more effective than presentation because during a group or one

on one, it's very easy. Here's the thing, what do you think is easier to see someone else's limiting belief or to see your own limiting belief?

Jack HM Wong: [09:34](#)

If I were to do a presentation, I'd like to see what other people are doing, but like you said, knowledge is not effective until I experienced myself so it's easier but may not be effective.

Paul Levin: [09:45](#)

It's good. So like I said, we're saying that our experiences come out of our beliefs and things that are not serving us or they're not working for us in our life. Results in our life that are just not working for us. Well, these are disempowering beliefs. And it is so much easier to see someone else's disempowering belief than it is to see your own, which is my group. Coaching and private coaching is so much more effective. And so let's say you your your client and we're talking and I would say, so what is your weekend like? What have you observed? What have you seen in your life this week? And you'll tell me a story and as you're going on telling me the story, I'm looking for disempowering beliefs and you're not even hearing what you're saying But as soon as you say, and I can pick it out instantly, anybody other people listening to you would be able to pick it up. Once we identify the disempowering belief, it takes all of about 60 seconds for me to change. Once we change the belief, the behaviour changes instantly. So may I give an example? So I personally liked pleasure wise. I enjoy driving my car very fast. I have a Volkswagen beetle convertible. It's a gasoline engine, but believe it or not, it does pretty good at about 110. Now for whatever reason I don't quite understand. But there's these people in these cars with laptops home and they don't like me going 110. After getting a couple of tickets, I looked and I said, so you know what? This speeding is beginning to no longer serve me. It's no longer effective for me in my life. And I began the process of searching. So in my coaching program, not only do I do all the stuff I was mentioning before that the coaching program that you have done it with me so many times that you are able to do it for yourself. The whole point of the coaching program is that you could do this for yourself now. So here's an example. I'm looking and I started digging and I'm saying, why do I speed? Why do I feel compelled to speed? And what was interesting is I had already used it as an excuse for the cop ones and the excuse was I told the cop, I said, where am I safe out here with nobody around me or in a cluster of cars with, with all surrounded other cars? And I told the cops at all that has to happen is for someone to sneeze and there's an accident and he bought it and he let me go.

- Paul Levin: [12:08](#) Well then I asked myself the question, because here I'm out of fear. I'm speeding because I don't feel safe with all these other cars around me but when I understand the power that I have, and these are the things that we covered in the core concepts, you get to not only understand them, but you experienced them. So in order to understand this power, the question becomes knowing who you really are, is there anytime you are not safe and the answer to that is no. Now I realize for my listeners right now you don't get that and that's okay, I understand that, but when we go through the whole process of both understanding and experiencing your power and authority over your life experience, well then you're going to look at that question and say, I am safe all the time because of who I am. Well then I go back to the previous thing about not feeling not safe, and I say, is it true? And the answer is no. It's not true. Well then what's the truth is you're always safe. And I said, okay, fine. New Belief. I am always safe regardless of the cars around me. The very next time I was in the car, I did not feel compelled to speed and it's been months now. It's been months and months since I've done that. Okay. Look, I still like it, but I don't feel any compulsion to do it, so I'm perfectly content driving the speed limit in the right lane because I changed the belief.
- Jack HM Wong: [13:36](#) One thing you said very nicely here. I would always imagine somebody who is skeptical will say that "well, Paul, it sounds so simple, it sounds quite fast, but the question is - really?"
- Paul Levin: [13:36](#) Really!
- Jack HM Wong: [13:50](#) Really that fast? Then why am I stuck in the place that I have been for so long?"
- Paul Levin: [13:54](#) Exactly. Because there's a belief that's keeping you there. So give me an example of a place where someone might be stuck.
- Jack HM Wong: [14:00](#) The challenge of my own audience group like is that people who start a business are very afraid of selling. It is like this thing bothers me a lot but when I'm looking at my group of people, no matter what happened to them, they acknowledge and accept the fact that as entrepreneurs, sales is important because sales equals income. So they accept that. But now when I'm asking them to go out to pitch to strangers, that's where the problem comes.
- Paul Levin: [14:31](#) Let's stop with those two. Okay, so first of all, I will almost always bring this back to examples that myself because the only thing I can speak to is my own experience.

Jack HM Wong: [14:31](#) Yeah, of course.

Paul Levin: [14:43](#) I realised that other people couldn't care less about my experience. They only care about their experience. The only reference I have is really my experience, So I used to totally be opposed to selling. I thought salespeople were sleazy. I didn't want to become one of those slime people at my door, knocking on my door, disturbing my day and trying to push some boxes of soap or something on me or a fuller brush. There is no way on earth I was going to ever do anything like that. Now, two things change that belief. You know T Harv Eker? Yes.

Jack HM Wong: [14:43](#) Yes.

Paul Levin: [15:18](#) So I've done basically the Quantum Leap program. I'm about three quarters of the way through all the various workshops that make up the Quantum Leap package. This particular event which I'm not attending but I'm working in this event ... I'm working in the back of the room helping and we get to a part of the program where the speaker is going to be offering something for sale and those of us at the back of the room need to be prepared for everybody to come rush back there and fill out order forms and give us their credit cards. And I went to the team leader and I said to him that I have a real problem with selling. I don't want to be back there. I don't want to take people's money. I don't want to be the one that they're going to look at and say should I pay for this or not? And he said, all right, if you really don't want to do it, don't do it. So I skipped the first offer. But I felt like I shouldn't have skipped. And so the second one I said to the team leader to put me back there because I want to do it. And somebody comes back and the first thing they asked me is it any good now what happened to a bit of workshop I already take? And it happened to be a workshop that it changed my life. So I said yes, it's very good. It changed my life. I was able to share with them what that workshop had done for me and they handed me their credit card and said we'll sign me up and knowing how good the workshop is and knowing that I really didn't sell anything, they just handed me their credit card. I filled out the form for them and I did my part of processing their card. We don't actually process the card there, but you know, we get all the information like that. And when they walked away. I was elated. I sold something - big ticket item. OMG, how did I do that? I didn't sell it. All I did was share with them my experience and T Harv Eker talks about that with regard to selling. "Don't go out there and sell anything. First of all, if you're in a business and you are marketing a product, do you believe in it? Maybe not everybody. Do you believe that there are people who absolutely need your

product. If you don't find another product, get another business, but if you do, don't sell anybody on it, just share it because all they care about is their own experience." What will their experience be if they buy it and the only reference they will have to judge that buy is your experience.

Jack HM Wong:

[17:34](#)

That's powerful and yet a profound way of saying "selling is not selling". In my experience. I always say that "One, selling is not really selling. Like the belief about the salesman being pushy and sleazy, it does happen but I don't see them nowadays because I live in a different environment." Similar to Paul, I personally was involved in those situations at the back of the table, getting the forms to the hands of the prospective customers and explain to them why this course is good for them when they ask. So at the end, I'm not the event organiser, so I'm only assisting in getting the credit cards to the event organiser and let them swipe the cards. But before the cards are being swiped, I will do my part to make sure the person is convinced that, okay, I believe that will happen on me and you know what? My life will never be the same as long as I hand my card and that's going to be something that I would enjoy for the rest of my life because I will learn something new and I'm not going to look bad. There's a lot of things that I'm starting to let them realize and give them the confidence that, okay, this is a good decision they make. Whether they do something after the course, of course we can't control, but at that point we can only do the best we can to assist them in making that decision. That's my belief of selling. So I'm with you because I was in that position before. I'm not afraid of selling anymore because of that kind of experiences and I felt very good about that.

Paul Levin:

[19:12](#)

So what we did in that process that you and I just went through in the last couple of minutes on the phone is we changed our perspective of the activity of selling and the behaviour. You also changed the behaviour, but we're not pushing anything on anybody. We are just sharing. So by changing our perspectives, behaviour has changed. And guess what? So have the results.

Jack HM Wong:

[19:42](#)

Belief change leads to result. That's the key thing. And I loved the part while people said selling is not easy, selling is actually easy once you have the belief change. It's that fast and you would be in a very different territory or have a different level of operations from that point onwards. So that's the reason why no matter how I say what I say, how many times I've told my group, well selling is not that hard. It's until they have the experience, it would still be the same for them. "I am so kind. I don't like the money. I don't like to scam people and also the

fact is that I just don't like to sell to other people because I don't like to be sold also!". Well, this is the classic one!

Paul Levin:

[20:27](#)

Okay. So two things. First it comes back to "do you believe in what you're offering" because if you believe in what you're offering, you're not scamming anybody, you're not being sleazy. You are merely offering somebody the tremendous benefits of what you're offering them and you believe in it because if you don't find something else to do, but if you do, if you really believe in what you're offering, well then you're not pushing anything on them. You're giving them an amazing opportunity and there's a bit going back to T Harv Eker, one of the programs is called Train the Trainer, which teaches people how to a trainer and how to be a speaker from T Harv Eker's way and one of the things that they teach in part of the program is called the offer. So they're going to teach you how to make an offer. I can't say enough, I mean this thing you could be totally an app and you just follow the script and you'll close about 30 percent of the room with whatever you're offering. So long as there is enough value there. So the thing is if you're following the teaching of this program, having learned how they do the offer, for me what it did is it changed everything about when they do an offer to me. So this part of it, I don't like being sold. They used to hate being sold. I used to run out of the room and they start the offer. Now I understand the technique and the steps, for me it's as trivial as saying somebody saying, do you like another cookie? And you say, no, thank you. So I don't want what they're offering from the stage, at this point no reaction comes up for me. There's no emotional response. I just say, no, thank you. I'm not interested. And it's that easy. Your prospects may say that to you and that's cool and that's fine. They weren't the one who need what you want. Move on. Next.

Jack HM Wong:

[22:10](#)

You're saying no and that's very easy. Is receiving a "No" easy? That requires some work. Like you put it nicely - If I haven't gone through all these personal development training, I also do not like to receive the "No", but once I have gone through this education, saying "No" to me is nothing. Okay, you are not interested. We're still friends. We hope that we can work together next time. No big deal.

Paul Levin:

[22:37](#)

attitude. The best attitude. If somebody says no, it's cool, no problem. Can I send you free information that every now and then would that be okay with you? Who's going to say no to that, right? So it's not six emails a day. Okay. He's not going to say no to that. So you keep them plugged in, you keep them informed of what you're doing. You'd be surprised who comes

back two years later and says, you know, I've been watching you for two years and now I want what you have,

Jack HM Wong: [23:02](#)

To put this into the perspective of like - we have been talking about so much on the belief change, the strategies that we can use. At the same time, it's that fast. It's that easy. Actually. Think about it is I know that you are actually having some books that are being written. You gave me this book ""Your Life Sucks - The Ultimate Guide to Manifesting Your Perfect Life". So can you just talk a bit more about this book and where our audiences can look for it?

Paul Levin: [23:32](#)

So this book will be on Amazon and it will also be on my website (<http://www.paullevintrainer.com>) And for everybody in the audiences, if you go to this website today, there are two free reports in the upper right corner and please just click on the button, fill out the form, get the free reports, they'll change your life. Also at the bottom of that page, there is a link to go off to my Facebook page (<https://www.facebook.com/IDeserveAPerfectLife>) where I have a video blog like just tonight posted episode 41, which is called win win, win. And I'm not going to tell the story here. You've got to go listen to it of course, but it's the story of something that happened to me over the last three days that is just amazing. So it became a win win, win win is what it became.

Jack HM Wong: [24:57](#)

Four wins - win, win, win, win. Okay, good!

Paul Levin: [25:01](#)

Four way win and it's just awesome. So the book will be there. In fact, one of the parts of that win is that now I have a marketing person who is awesome at marketing and working with me.

Jack HM Wong: [25:25](#)

That's very good.

Paul Levin: [25:26](#)

Something I definitely need it. And we're talking about doing some kind of a campaign where people could like get a sneak peek at the first chapter of the book just like in the next couple of weeks. So you get on the mailing list by going and picking up a free report or just going to the website and filling out the forms. So I've got you on the mailing list. I can send you when we do that campaign. I can send you that part of the book, which will be probably the first two chapters, which is what we're talking about right now. So I can get you those gifts as well if you have signed up and get on the mailing list. I will not spam that would be sleazy.

Jack HM Wong:

[26:08](#)

Well, spamming with good content actually is good to me. So I learned that when I am an affiliate to somebody's products. That was a lesson that I've learned during my affiliate marketing experience and if I just shared with you by taking two minutes of that. I had this limiting belief just like what do you have said Paul. If I were to spam my list on a particular product day in day out, would they love it? Will they really look at my email and, the worst thing that can happen is that they can unsubscribe from the list. That is all the limiting beliefs I have. I've done a few affiliate marketing campaigns and I just followed my mentor's guidance. if you know that every single email sending to them is providing them with opportunity, they may be too busy to read one. So you need to remind them again, again and again. I see all the subsequent follow up as reminders because people get busy with their lives and they may not open the emails. It's not your fault, so your job is to continue serving them, making sure that they know that these opportunities are coming and they must take action or else because of the limited time, they will be gone. So I said, "OK". Since then I have never had the problem of blasting the swipe copies to my list. That is something I learned in my affiliate marketing experience.

Paul Levin:

[27:50](#)

So to me that's a new perspective. Thank you.

Jack HM Wong:

[28:00](#)

You see. It's just one belief change as you've said very nicely. OMG, I realised that it can be done and I've done it and have the success. Oh, okay. So next time I won't be afraid of doing this anymore. You're now sharing with you my experience, like who is experienced can I share? It's my own. And was it a successful one? I believe so. And that's why I'm happy to share this with you so that you can see that this is interesting stuff. That's why you asked. It's like we are in the business of transforming other people's lives. I love involving people who actually are the experts in their own fields and they have stories to share. So thank you, Paul, for sharing with us the approach of helping a person to change the light by turning from sadness to happiness and from happiness to inner peace with just a very simple process. So I would love to have you again in future to talk about further insight and experience of yours and benefiting our people in this podcast show. OK, let's call it a night for everybody and for the listeners here. Jack Wong here, and I hope that you enjoyed this episode, and of course I will bring on another guest next time who will share with you his insights, wisdom and experiences to enable you to take your business to the next level. Until we next meet, Jack Wong here and I am signing off now.