



EPISODE 181

Eliminating Money Blocks

with James Wedmore

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AMY PORTERFIELD: Welcome back to another episode of the Online Marketing Made Easy Podcast. I'm your host, Amy Porterfield, and today I have an extra special guest. His name is James Wedmore and back in the day he was best known for his YouTube and video marketing strategies.

Over the years he's really expanded his brand and his latest program, **Business By Design**, focuses on the systems and processes that you can implement inside of your business to build your foundation as well as build out your launches, promotions, and email marketing.

You know I love a program around systems and processes so you can bet that we own that program inside of my own business as well.

He also has a really cool podcast that is definitely for entrepreneurs. However, he doesn't focus on the tips, tricks, and strategies like I do in this podcast. His is very unique and the interview I did with James is already recorded so I'm going to save talking about his podcast until we jump in with James because he does a really good job of explaining how it's unique from the typical marketing type of podcast.

Before I get into the interview, I wanted to mention one thing. In **Episode #179**, if you haven't yet listened to it, I was incredibly vulnerable about a challenge I've had for a long time, a challenge around my weight and my worthiness and self acceptance. Believe me, I almost didn't record that podcast but then I thought, "No, I think this is a conversation that we need to have."



In that conversation I talked about worthiness. Funny enough, I know there are no coincidences, shortly after I recorded that episode I recorded this episode with James. Still, that central theme of worthiness came out.

We're talking about money in this episode but there's a big conversation we're having around the fact that I believed for so many years that I had to work really, really, really hard to make good money. I think that's from my roots (from my dad, especially).

We talk about that in this episode and I think there are a lot of parallels between the conversation here and the conversation I started back in Episode #179. I don't think, again, that is a coincidence at all. I think this is an important conversation we need to have around money and our mindset and any blocks that are keeping us from making a lot more of it.

Believe me, there are blocks that all of us have that we need to really recognize and move past. So that's what this episode is all about. I won't make you wait any longer. Let's go ahead and jump in.

Amy: James Wedmore, Welcome to the show.

James: Welcome back to the show.

Amy: I was going to say, really this is your second time but it's been a long time since you've been on the show.

James: You forgot all about me didn't you?

Amy: I didn't. I promise. How in the heck are you doing?

James: I'm doing really well. I'm very excited to be here. I know we talked about something completely different than what you're making me talk about today.

Amy: This topic is way sexier. I'm loving this topic.



James: Wait a second. The first topic was sexy too. What are you talking about?

Amy: It was alright. But this one...James and I have been going back and forth about this topic and there are so many good aspects to dive into. I think the listeners are going to like this one better than the first so let's back it up a little bit.

You have a podcast. The name of the podcast is...

James: Mind Your Business, Amy.

Amy: I love the name of that podcast.

James: That is the podcast. The Mind Your Business Podcast.

Amy: Mind Your Business. It's so good. I absolutely love your podcast. But it's way different than any business podcast. So talk to me about what the show is all about.

James: It's still for business owners.

Amy: That's what's so interesting. I love it.

James: It started as a passion project. I wanted to create a podcast but I didn't want it to be like other business and marketing podcasts because you've already got the best business and marketing podcast out there. Why would I try and compete with you? So I wanted something different.

It really came from...I'm now going into my tenth year doing this. It's so funny just even having this conversation with you here today because we got a start at a very similar time together. You and I, if you recall, were both on a very similar journey at very similar times and that's how we met. I look back on my journey look at how much I struggled.

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Not to toot my own horn or anything but when I got into this industry and found out I could start my own business and be on the internet and all of this stuff I thought I was smart enough.

I got good grades. I didn't struggle in school. So I was smart enough and I have a great work ethic. I can work really hard. Yet I struggled for a really long time, really bad. I was living in my parents' basement. I was broke and could barely afford...For my lunch I bought the \$5 foot long from Subway and I would have six inches for lunch and six inches for dinner because that's all I could afford.

A lot has changed and I look back on that journey. Something really came off for me. I wanted to teach the strategy and the steps and how to and that's something that you do so well. But I felt I was leaving a piece of the conversation out for my students if I didn't talk about the other things that made the difference, the difference that made the difference for me.

That really came to what I would call a mental, emotional, and spiritual game. If we're just looking at the action and the strategy and steps I think we're missing something. So I started this podcast called the Mind Your Business podcast to talk about that stuff, what I just lump into the inner game.

I have gone into over 100 different topics from looking at our core beliefs, our fears and what fear is (the emotions, thoughts) and the whole rollercoaster of entrepreneurship. But I also noticed, and I know you've seen this too, there is a message that the secret to success is to hustle and work harder.

I don't agree with that and I'm very blatantly clear that is not the answer and that is not the missing ingredient that's it's not that you're just not working hard enough. I just don't buy that. I was working harder than anyone. I think this hustle and work until your eyes bleed mentality is the surefire recipe for burnout.

We've seen too many people that burn out so I wanted to come with a very different message and I've been able to interview some extraordinary



people and really gain a ton of insight on a different way of running business and a different way of operating internally.

It isn't what we call this crazy woo-woo rabbit hole. Some people are super ready for that conversation and others are not. That's fine. But that's really been my mission, to investigate that.

Amy: I love the approach you take, for sure. Me coming from the Tony Robbins world, you've heard him say this so tell me if you agree, that being an entrepreneur is 80% mindset and 20% mechanics. Would you agree with that?

James: I would. I remember when I first went to UPW, Unleash the Power Within, and he said that. It was like I got it conceptually at the time but now I get it, get it. If anything I think it's more than that. I think it's 90% or 99.9% of that.

It doesn't mean there's the book and the movie, The Secret. It came out ten years ago now and it kind of became a movement and then it was close your eyes, wishful thinking, Pollyanna stuff.

But I still subscribe to a level of that and then there is some stuff we're going to get into today to talk about why that doesn't work. Why doesn't someone just close their eyes and say, "I want a Ferrari, I want a Ferrari," then they open their eyes and it isn't in the driveway?

A big piece of that, which we'll get into, is related to our beliefs and limiting beliefs. Someone like Tony Robbins talks about that so I really do think it's so much the psychology, mindset, and inner game.

Amy: Here's how this all came about. James and I are dear friends. I love his wife, Chelsea, as well. We get together and talk all the time. We text all the time. So during one of our conversations I told James I wanted him to come on my show, "It's been a long time since you've been on the show. But I want you to talk about some of the stuff you talk about in your own podcast."



I don't think we have enough of those conversations. I said, "If you were thinking about entrepreneurs just getting started, what's one topic that would pop up for you that you think really needs to be talked about, dissected, and really dive into."

He said, "Money." We've got to talk about money. So, where do we begin this conversation?

James: Money, money, money, money, money. Gosh, there's so much we can talk about. You did ask what's the most popular topic. It's money. There are so many different areas that we can go with this but I want to start first and foremost with a relationship with money.

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Just like you have a relationship with your mom or dad or spouse you have a relationship with money. You might, not you Amy, but someone listening might actually start to be getting a little uncomfortable on this call. Sometimes you get uncomfortable just when people start talking about money. Or you get fidgety when you're checking your bank account.

We all have a relationship with money and we'll get into this today about how we can start to observe this relationship, become more present to it, and then I believe we can change this relationship with money and we will look at that.

I believe this relationship we have with money comes from our beliefs about money. It's real important to point out that these are beliefs about money yet we don't always see them that way. We tend to see them as truths or facts.

You know what I'm talking about right? Beliefs like money is the root of all evil or even that there is just a limited or finite supply of money.

Amy: Money doesn't grow on trees. My dad used to say that all the time.



James: My dad still does. And there are a whole ton more, like, only greedy people have money, only rich people are evil or greedy. There are so many of these. I just like to get my hands dirty and look at that and look at what beliefs I have and where they come from.

We will get into that as well. But I think as I start listing some of these out the first thing we can do is see if they feel true for us. The key word there is “feel”. Amy, I’m sure this will resonate with you. We can sit there and say, “I know I don’t think money doesn’t grow on trees. I know that conceptually.” That makes sense, Duh!

But does it feel true for you? That was something I really learned. That’s how we know if we do have a belief about it. The challenge here is that when we talk about these things called beliefs, and more specifically, beliefs about money, they are all at the subconscious level.

That means you don’t really know you’ve got them because if you did you wouldn’t have them. If you saw something in your room you didn’t like you would throw it out. So they are kind of what we call blind spots. They are really hidden from us.

What did you say? Money doesn’t grow on trees. Is there another one that you learned?

Amy: This one’s a big one for me. I have always had the belief and I know it’s a belief because I feel it, that if I don’t work really hard, if I’m not working long hours, getting up early, going to bed late, if I’m not fully focused, if I’m not showing up every single day and not working for it then I don’t earn it.

That comes from my blue-collar dad who is a firefighter and had a second job. You’ve got to earn it.

James: Now, there are a couple of things I want to say here. I’m the same way and I like to say jokingly, but accurately, that I’m a recovering workaholic. I learned this from my parents. I think my parents



demonstrated and showed me at a very young age an extraordinary work ethic, an unbelievable work ethic.

My parents have always worked harder than anyone I've ever seen and they never complained. So, I learned that behavior and you'll start to notice that the behavior we have, which stems from the beliefs we have, a lot of it is learned behavior from our parents or from experiences at a very young age.

One of the things you can do is start to look to your parents. There's nothing wrong with our parents. That's a very dangerous route to go down and blame them. It's like, I'm a workaholic, thanks Dad! Because, if that is the case he probably learned it from his dad and his dad before him.

Our parents are just doing the best they can and that was something that was really important for me to learn. But we can break that cycle. I do believe we have the ability to change our beliefs, change our behaviors, and our habits and create different results.

But I want to talk specifically about this one that you bring up because I think this one is relevant for a lot of people for a lot of reasons, that you have to work hard for money. Let's just call it that. You have to work hard for money.

What the theme of my podcast has really become about and what I really want it to stand for and be a living proof of is that money does not come from effort. I actually had a gentleman, one of the many guests that I've interviewed on my show, Jim Fortin, said that word for word, "Money does not come from effort."

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I firmly believe that and that's what I do. I spit in the face of this hustle harder mentality. Ultimately, what this is about is stepping out of our interpretation of reality (there is reality which is a whole other conversation). You and I are going to experience something different.



We both watch a car accident happen and we're going to have our own interpretation and our own experience and our own perspective. If we're raised in an environment of lack (where there is not enough) where money is tough to come by then that's the world we see and we continue to reinforce that.

We need to step into a world of abundance. That can be hard because we tend to look at our reality now and say, "That's easy for you to say but I can look at my bank account and I only have \$10 to my name."

That was really hard for me at first but it is what's made the difference. Just like I said, you have so many examples of both sides. You have evidence where money has come easier to you or abundance has come easier to you.

Amy: I have friends where I see the amount of work they are doing and the time they are putting into it. It's a whole lot less than mine in terms of if you were counting the minutes. But they are killing it.

I look around me and I see evidence that I don't have to hustle every minute to have the abundance that I want. Yeah, it's out there.

James: This is why I want to speak so against the hustle mentality because I think it's a copout. I think there is a lot of safety, certainty, and comfortability in hard work. There is something comfortable about it.

You say, "Nope, I'm thankful I'm burned out." It is physically hurting you but there is something certain about it and entrepreneurship is a world of uncertainty. When you go into a launch (a big promotion) you aren't sure if this is going to work.

We call it the launch free fall. You feel like you jumped out of an airplane without a parachute and don't worry because it will be over soon.

How do we change this? Sometimes when these beliefs are a core belief that you aren't deserving of this money it is some deep work. That's a lot



of the stuff I've done over the years and I think I still have a lot of that work.

But I think the first thing we can do, which is something you already did, is an acknowledgement and acceptance that it is a belief. I think we can take stock of everything in our life right now, things like the money in the bank account, the assets we have, the physical things that we have, all of it, and we can choose to accept that this is the sum result of the current beliefs we have about who we are and the beliefs we have about the world around us.

I think that is the first step and that's really what I get my students and listeners to do, start to develop the awareness. Tony Robbins talks about this, about turning frustration into fascination. I had the author of a fantastic book that I highly recommend, **The Abundance Code**, by Julie Cairns, who talks about the same thing, looking for the frustration.

Start to get passionately curious, and in the realm of money, what's not working for you? Instead of using effort as the answer (I'm just going to work harder or longer), we know that's a finite resource. We also have evidence of other people that are making a ton of money and you know they haven't developed some secret where they can get 28 hours out of 24 hours. It's the same amount of time in a day.

Instead, we can start to get really fascinated and ask questions. I've mentioned Tony a few times. I don't know why he has just come up for me here but the quality of your life is determined by the quality of questions you ask.

Instead of just saying that the answer is to work harder or work longer start asking the question, especially when you're in a breakdown and feeling frustrated and things aren't going your way, who was I being or what did I believe?

What belief or thought created this situation that you can't make money without working hard? What we want to do, one way is to create new beliefs and begin to tell new stories. But I think the way we can start to dissolve these beliefs is through what we already mentioned, experiences.



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The more evidence of actual experiences we have the better. I have an example of a client from my mastermind who came in this year and was selling digital products for \$19.97. When they first told me that I was assuming it was \$2,000. Is that what you assumed?

Amy: Yeah.

James: No, no. It was \$19.97. I told him we were going to have to raise the price. They had a hot seat and there was a lot of resistance. He said, "I can't charge more than that. Our customers will..." Fill in the blank, get upset, be offended, leave, not buy.

Anybody who has had the conversation about raising their prices knows exactly what this person was feeling. We've all done that. We get a fear around raising our prices. Then sure enough the power of the collective group, this is why masterminds are so powerful, 18 other people said, "Yes you can and you're going to do it," and they held him accountable.

Amy: Good, good.

James: They raised their prices to \$97. That's four times the price but long story short this client had the biggest launch she's ever had and actually generated more revenue than all of last year and the previous years, the total 2016 revenue.

The point is that the story and belief that she can't charge more or raise her prices is now gone because she has evidence of it. What I really try to do is get passionately curious, when I'm in a breakdown and things aren't going the way I want them to, when you find yourself working hard you ask why you are working so hard.

Stop for a moment and get really curious about it and then play the scientist role. Look for evidence either in other people's lives, other business, or try it out yourself. Make a game out of it. Try and do a launch and only work X amount of hours per day.



Amy: I love it.

James: It could go either way. But you could find evidence to support a new belief or a new story.

Amy: I think my biggest takeaway there is your student had a hot seat. She had all of these reasons why she shouldn't raise her prices. She had encouragement from others so her peers were saying, "You can do it. You will do it. We'll keep you accountable."

The magic there, in my opinion, was that she was open enough to give it a shot. As entrepreneurs we have to do that. If we have pain in one area or a huge desire in another we have to be open to saying, "The way I'm doing it is likely not getting me where I want to go. I know I don't want to work as many hours as I've been working right now. I'm open to trying a different way."

I love that you say to become a scientist. What would it look like if I stopped working at 4 p.m. every single day? I know that doesn't sound very extravagant but, believe me, 4 o'clock would be a great improvement from what's been happening lately.

I put my ideal week together with the help of Michael Hyatt. He does this thing with your ideal week. So everyday we've been trying to end at 4 p.m. It is possible but I had to open my mind and just be willing to try something new.

James: I hope you will find more evidence that supports that your money and sales is not directly correlated or attached to effort. We have things like the technology today to reach thousands of people. We have the ability to automate things and all of that stuff.

I want to throw something else out there because I also feel like as we are talking about money, money, money, money, money it's really easy to get fixated on money and there is a saying I love that says something like, "Money is only important to those that don't have it."



I get that, right?

Amy: Yes.

James: Yes, you went through a time where you were a bootstrap and start-up entrepreneur and now you are super successful. Now we have all of these opportunities. And, by the way, just so you know and just to acknowledge you for it, I love that you were talking about donating to the Red Cross for Hurricane Harvey victims.

Those are the type of things we get to do. I saw that and, of course, I was going to donate. Those are some of the really cool things we get to do when we have money. But I feel when you don't have it you end up fixating on it. I think, believe it or not, we have to drop the money.

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It was a philosopher, Alan Watson, who I have been really fascinated by recently. He has a bunch of old YouTube videos of his speeches and he says something that really resonated with me. He says, "Money simply represents wealth in rather the same way that the menu represents the dinner. Only we are psychologically perverted in such a way that some of us would rather have money than real wealth."

Does that make sense to you?

Amy: It does. Yes.

James: We are so fixated on money that we forget about the things that we want to do with the money.

Amy: Yes.

James: Remember, money is just a tool or means for the things we really want. Let's do that for a second because I think this is a powerful exercise I always do. Let me ask you this, you create financial goals for the quarter?



Amy: We do.

James: What I try to do, we create those as well and it's real important to do that. I'm not saying not to do that. But, once I put them out there I kind of drop it. I throw it out there and then I ask why is that the number and what am I going to do when I have that?

I'm trying to dig deeper. Why that number? What am I making this number mean? What am I going to use this money for? What is it going to buy? You might start saying you have a goal to buy a new house or you want to do "this" or you want to grow your team so you would like a little extra revenue so you can hire another person.

We have all of these things and we realize it is a means to an end. Then we ask why we want "that" thing? Why do I want that house? Why do I want that car? Why do I want "this"?

When you answer that question you find out it is usually a desired feeling that you believe that thing will give you. I believe having that new car will make me feel luxurious or abundant. I think that's a very dangerous thing as well.

I think the default way for us is that we put these meanings on these external things. We don't just put them on money. We put them on the things we are going to buy with the money. Once I have this "this" I will feel "this" way.

A lot of times, sadly, what happens is we then go and make the money and get that thing and we realize it doesn't make us feel that way or we only feel that way for a little bit of time and then we want again. We want more. It is a cup we can never fill.

Some people may have heard of this but it is the do, have, be model. Once I have this thing I will be successful or feel successful. I have had a couple of NLP practitioners (neuro-linguistic programming master practitioners) on the podcast. It is really fascinating because they talk about this a lot.



They say if you believe this thing is going to make you feel a certain way you would only know that if you felt that way in the past. That means you have access to that now. The secret is to feel that way now.

If you believe some thing will some day, hopefully when you get it, make you feel a certain way then you have access to actually feeling that right now and you can choose to feel that right now and that's the be, do, have.

That is what's called stepping into a state of excellence and that will make it much more conducive to actually getting the thing you want and that's very fascinating stuff. Most people don't step into that state of being and end up rather staying in a state of lack, neediness, or wanting, which just has them keep wanting.

Does this make sense?

Amy: It does, definitely. I'm with you here.

James: It's out there, I know. It's out there. It's not like here are the seven steps to launching your online business but it is the stuff I've been passionately fascinated by that we can follow anybody's steps or anybody's plan and not have this insight internally.

I do believe so much that we have to be able to mater this...

Amy: I feel this gives us a longevity as entrepreneurs. You can only, like you said, push so hard. Let's say someone has the same issue I have where you are just going to work yourself to the bone if you don't change something. That's only going to last so long.

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If I could tap into the spiritual side of this and really how I think, how I feel, how I believe around money and work and hustle in general this will allow me to continue what I do to make a bigger impact long term because I'm not going to hit that burnout, which I could definitely do if I don't change things.



I find it incredibly fascinating.

James: I think there's something that's come up on a lot of episodes I've done in talking about the power of gratitude. Do you have any practice or anything you're doing...

Amy: I do my journaling every night where I just write down a few things. It's simple but I'm always thinking about what I was thankful for during the day before I go to bed. How about you?

James: Absolutely. The spiritual conversation is that gratitude is the emotion of receiving. Whereas, wanting something just creates more of a vibration of wanting or neediness. Gratitude is really what allows you to receive.

I absolutely do, as much as I can, sometimes it's overwhelming the amount of gratitude I have. We can start with things like our health and even just that can be that I am thankful for my limbs, I have my health, I have ... That can be amazing.

We just did a montage video of a lot of our customers and the success they have had. I actually edited the video myself. It was super emotional for me. I became consumed with gratitude just that I've been able to help people in some capacity. There's just so much gratitude there.

I'm looking for it everywhere. I do believe we need to have a practice of gratitude in our lives daily. There is a difference between the person that's, "I need to make this work and I need money and blah, blah, blah," versus starting to speak from a place of gratitude about the money or abundance you do have.

Abundance is all around us. Sometimes you don't have the money but you have things work out or you have the car that can take you to work or take you to the office and you have a roof over your head and we take it for granted but we are a lot more fortunate than a lot of people. That is so important.



Amy: I agree. So, tell me this, as we wrap up the episode I want you to talk about what new beliefs we should have about money or we could have about money. You could use my example with the whole idea of the hustle is what's going to get it for you and that you have to earn it, or any example, but give me some shifts that I can make and my listeners can make as we change our mindset around money.

James: One of the things I did first that was really fascinating, I really liked this, I noticed that I was looking at my relationship with money as trying to hoard it. You have to get what's yours. The thing is, when money is hard earned it's hard to let go.

Amy: Yes, it's true.

James: You have to slave over that money.

Amy: It's so true because when money starts to flow and I wasn't expecting it I am probably more charitable, I have more fun with it, I'm not so tight around that money. It's so true.

James: I kind of created an analogy for myself to help me with this. The difference between a dam and a river, the water in a dam is stale and stagnant. I wanted to go from the dam to the river. That means in order for more to flow in I have to be okay with it flowing out.

I read that years ago and I tried that on as an experiment. It was really life changing for me. Really, to help improve my relationship with money I had to get okay with spending it. It was in 2012 or 2013. Dropping money on anything was a physically painful experience for me. It was physically painful. I just couldn't.

I found myself being a total penny pincher so I wanted to work on that for me. That was when I got passionately fascinated about why it was so heavy for me. Today I look at it as a river. The more I let out the more it comes in. Obviously I want the river to be like a Niagara Falls type river and I found a lot of evidence to that.



There is a great exercise for those who have that experience of having a really hard time letting go of money because I think that's part of it. It's not just that you can't make it, it's can we spend it? It's there to be used. It's not there to be hoarded and never touched. I don't believe that. There is a really cool and simple exercise that is kind of a two-part exercise.

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The first part is my litmus test. Have you ever just bought a pack of gum at a gas station? It's a no brainer thing. It doesn't have any weight to it. Your friend wants a pack of gum so you get it for them.

I want everything I spend money on to feel that way. When it doesn't I look at how I can work on that. Let's say you go out to dinner with all of your friends. We've actually had this experience with Amy.

Amy: Don't even start.

James: We play credit card roulette.

Amy: I am pretty sure you told this in the last one.

James: Yeah. I told that but now here is the exercise we could have done. Let's say I get it. Credit card roulette means there are a bunch of people that have a fancy lobster dinner. All of the sudden I got a \$600 bill. That can be physically painful for people. That sucks!

So what I started doing, this really empowered my relationship with money, I started to imagine where that money is going once it leaves my bank account.

Amy: That is good!

James: Just in that moment, it takes 30 seconds to do, I thought that some of that money is going to our server who did a great job. She worked her butt off. That's going to go and pay her rent. Some of that



might pay for her car payment so she can have a place to live and she can get groceries. But some of that money is also going to go to the cooks who make these delicious meals.

Some of that's going to the food that it cost to prepare this food. On and on it goes. That food came from the farmers. When you start to do this and actually experience it you will have a drastic shift in your relationship with money because you realize how powerful you are in your contribution and impact that you have in others.

Amy: I love that.

James: That's where I am now. We really have to treat it like a river. We have to be able to let money go because we have to do things like pay for taxes. We have to pay taxes. There are business expenses. This is another conversation, but I see people who want to build a six-figure business and they are acting like a zero-dollar business. They aren't willing to spend money on the right tools. They're not willing to spend money on the right things.

Even if they have it they are trying to be a cheapskate in their own business. They duct tape crappy tools together. They break down. You've probably seen this with students, they could have paid a little bit more and saved hours of work. Instead of sacrificing 20 or 100 bucks, they will sacrifice hours of their time.

The fact of the matter is, we can't get our time back. There is only so much time. But we can create more money. So I had to learn for myself and this is something we talk a lot about, being okay with it. I'm not talking about developing a shopping addiction or anything like that. But if it feels heavy and uncomfortable to let go of money we need to look at that.

New stories about money, I am a money magnet. Money comes easily to me. I am grateful for all that I have and all of the abundance I have in my life and I invite even more into my life. Ultimately, I'm a source for good. I'm a source of inspiration.



I have a quote I've had now for ten years, "I inspire others through my actions." I realize I can talk on an episode like this for an hour and I can talk to my mastermind or my students and a lot of it is just the words I say which people decide if they want to receive it or filter it out or distort it.

It's my actions they are really observing and it's through my actions and who I'm being and how I show up that I can really inspire others. I talked a lot and we went all over the place but I think it is an important topic.

Amy: I do too. And I think it's a perfect way to wrap it up. Those affirmations are awesome. I'm going to have to do a little sound bite of those because I want people to hear those over and over again.

James, I consider you one of my very, very best friends and I love everything you shared here. What's really awesome is that throughout the years I've gotten to know James, we have very similar businesses and how we've done things. We got very similar starts in the online marketing world so when I have been talking to James over the last few years instead of just talking about the how-to, the strategies, the launches, he would always inject the beliefs and thoughts and mindset stuff in general.

I remember saying to James, "You've got to talk about this stuff more." This was a few years ago. He was like, "Oh, I will. I plan on it." Then he creates this beautiful podcast that is like his playground where he gets to talk about this stuff every single week.

{40:00}

I'm so glad you're a man of your word and you are finally talking about this everywhere so that entrepreneurs can really get value. Thank you so very much.

James: Amy, thank you. It was such a pleasure.

Amy: I love it. Where can people find out more about you?



James: I would love for people to check out my podcast either in iTunes, it's called the Mind Your Business podcast, or MindYourBusinessPodcast.com. There are a ton of episodes that talk about anything from a relationship to money to core beliefs to overcoming fear and everything in between. It's all this mindset and inner game.

I believe entrepreneurship is the ultimate course in personal development. We can take the long route, the ten-year version, or the shortcut. I prefer the shortcut.

Amy: I like it. I totally agree. Thanks, again, so very much.

There you have it. I hope you enjoyed this conversation as much as I have. It felt like James and I were at lunch just chatting like we normally do. These are the conversations we typically have. We dive into the heavy stuff that we really need to explore and talk about and bring to the forefront; money being one of those very important topics.

It felt like you got to just come into the conversation with us and I'm so very glad you did. I hope you enjoyed the casualness of it and the fact that it was a little less structured than my other interviews, which kind of makes it fun sometimes to change things up.

Thanks for being here. I cannot wait to connect with you again next week where we will continue diving into tips, tricks, and strategies all around your online marketing. I'll see you again soon. Bye for now.