



Wake Up Inspired to Live Your Dreams

Ellen Rohr and [Robin Palmer](#)

Ellen: Hey, it's Ellen Rohr, The Plumber's Wife turned business makeover expert. Welcome to Business Makeover 2014. Now is your opportunity to make this year your best year yet, let's do it together. You know it takes 21 days to rid yourself of thoughts and patterns that no longer serve you and 21 days to incorporate new habits, new ways of thinking and aligned action that will make this year our breakthrough quantum leap year. We have lots of surprises, as well as 21 days and 21 experts to help make that happen.

I can't wait to get started and I'm so happy to spend time with our expert today, business success expert, Robin Palmer, President of My Successables, Inc. and is the inventor of My Wakeup Call Motivational Alarm Clock Messages and My Goodnight Messages. I love her products and I love her. Robin hi.

Robin: Hi. How are you doing?

Ellen: I'm so happy to have you here today.

Robin: I'm so thrilled to be with you. You're such a doll. You're one of my favorite people.

Ellen: Don't we love each other. I am so pumped that we get to play together. I am so excited to introduce you to folks who may not have met you yet. You have the most interesting story. Once upon a time, Robin was a Broadway star. You might recognize her or her voice; she was Linda Ronstadt's sister in The Pirates of Penzance on Broadway with Kevin Kline. She starred with David Cassidy in Joseph and the Amazing Technicolor Dream Coat and you even sang Memory in Cats, what a life you've led.

Robin: Yes I did. Thank you so much, I'm so happy to be with you. You know I did all those things and now I get to talk with you.

Ellen: It's interesting, because that's one career trajectory and sometimes we have these experiences in life and we think, I'm not quite on track or I wonder how this is all going to fit into the big scheme, but as you gain a little experience and some rubber on the road, you start seeing that all the experiences you've had lead you to be in the right place at the right time for the next step. You had a big shift in your life. You had this great career going on Broadway. **What happened?**

Robin: I moved to California, got married and took a desk job. I desperately needed a trainer to wake me up every morning and inspire me to wake up and work out, and have a wonderful day with a positive mindset. He had to say something different everyday and be really inspiring, and someone that my husband wouldn't mind being in bed with us. I couldn't find anything.

Ellen: What made you take that kind of shift in your career? You went from being a Broadway star, which is a pretty cool career, to becoming an entrepreneur and almost a surprise entrepreneur. **Did you move to California to start a business?**

Robin: No, that is so funny, I've never heard anyone call me that but that's exactly true. I was a shocked entrepreneur.

Ellen: So it just dawned on you because you were looking for that man to wake up in bed with you and your husband.

Robin: Yes and the thing is I kept thinking that there had to be something specially formatted for waking up and going to bed because it's the most important time of your day. I kept doing all this research that when we're in alpha state those first and last five minutes of the day, that's the most important time of the day. It literally is the most impressionable time, the most vulnerable time and there needed to be some kind of content to help people transition from their subconscious to consciousness and vice versa, and to focus on achieving their goals and dreams at the most important time of their day. I couldn't find anything like that.

Ellen: Okay, so you go looking for it and not only did you find there isn't something that will help you at that moment, but then you start discovering some things about this alpha state and this moment. I know it's not a good idea to wake up in the morning and turn on bad news, for instance.

Robin: Two hundred million Americans still wake up with a buzzer, which is so bad for them neurologically. There's actually a spike in heartaches from the buzzer on Monday mornings that puts stressed out people right over the edge and it's from the 1700s.

Ellen: I didn't even realize until you said that, that is really horrible. The sun comes up slowly on the horizon so why do we start with a buzzer, that's horrifying. From the 1700s, there's a spike in heartaches at the beginning of the work week?

Robin: No. What I'm saying is the buzzer was invented in the 1700s and it's never been upgraded. Even if people listen to nice music, it doesn't help them to focus on achieving their goals and dreams. If they listen to the exact same thing everyday, and that was one of my main things, I needed something different everyday because I would say you said that yesterday and it would totally discredit the person.

Ellen: So even if we graduated from a buzzer to a radio alarm clock, we run the risk of then the first words into this delicious and malleable subconscious alpha state is something like this murder that happened, a traffic accident or something.

Robin: Right and that's the other thing.

Ellen: You can sneak this rotten messaging in just with your alarm clock.

Robin: Right, so if people wake up with an alarm clock or to the news, it's like someone got murdered now get out there and prosper. It's like really, with your mind already focused on how terrifying it is out there and you're tranced with fear. It's the same thing at night, because most people watch the news before they go to bed, which is literally the worst thing they could do for their subconscious. They're making themselves have to wrestle with that all night long, instead of focusing on achieving their goals and dreams.

It's such a powerful time, and most people also look at their emails when they first wake up or look at their emails before going to bed and that's another bad thing. We need to train ourselves to utilize that most important time in the most effective way.

Ellen: This is so appropriate for the Business Makeover 2014, because what I'm looking for Robin, are what are these small shifts in thought and behavior that could create a quantum change, a worm hole change in your life and to just become aware that the first thing you could do in the morning doesn't have to be to check your email, or when you go to bed to turn the TV off. Some people say they can't sleep without the TV. **How do you break that habit?**

Robin: I was that person. I think what happens is that people are stressed out and they get in these horrible habits of dealing with them in the worst possible way. Sleep is the new sex. It's the most prescribed medication right now. It's amazing.

Ellen: Sleep is the new sex. It's about as delicious and for those of us who have had a lot of sex, sleep might be necessary. That's funny. All the ads on TV, it seems like getting a good night's sleep isn't an easy thing anymore.

Robin: The thing is, is that it's the medications are the most prescribed now. It used to be sex, now it's sleep and they have the worst side effects. The most important thing you need when you sleep for your cells to rejuvenate is REM. You need a slow rollercoaster of light sleep REM, light sleep REM, and the medications make you crash so you never get to rejuvenate, you just wake up out of it. The other side effect besides drug dependency is that people are sleep-driving, crashing their cars in their sleep and sleep bingeing and cleaning out their refrigerators in their sleep. As a woman that is literally my worst nightmare.

Ellen: I've heard that people have sex with people they don't want to have sex with, that really you are in such a hypnotic stupor that you don't know what you're doing. There are some terrible side effects to these heavy duty drugs. Something that's heavy duty enough to put you to sleep and is like getting hit with a mallet, but that's certainly no way to live your life if you're becoming dependent on sleep aids to get to sleep.

You started with the wakeup moment you want to keep moving forward from there?

Robin: I just want to finish saying one thing about that which is, because it's such an important time, right before you go to bed and such a vulnerable time... if someone just lost a spouse, they're going through transition or a bad breakup, people dread facing their bed alone. That's why they turn on the TV or anything else they can do to distract themselves from the fact that they're facing their bed and their feelings, so it's a vulnerable time.

When you can be guided positively with gentle relaxation exercises, tips and tools for getting a great night's sleep without drugs. To me that solves the problem, because the drugs should be a last resort but doctors don't get trained to get five drops of lavender oil and rub it into your feet before going to sleep. That will relax your entire neurological system. They don't get bonus for that and they aren't trained in it. It's such an important time to learn how to take care of yourself when you start and end your day. When you book-end your day positively inspired it changes everything in between.

Ellen: That's lovely. There's no money in the cure though, so sometimes these really holistic wonderful changes we can make aren't as dramatic or American as demanding an instant fix. Jerry Seinfeld does this one thing where he says, what is maximum strength stuff, why are we obsessed with that? Do we ask for the dose that will kill us and then let's dial it back a lot, what is maximum strength? It seems to be the way our culture is designed.

I know you have some great tips for waking up and going to sleep, so tell me more. When you wake up in the morning, one wonderful thing to do would be to have an inspiring changes everyday message to wake you up. Give us some other ideas about how we can get up and leverage that soft malleable sleep state as we wakeup. **What can we do in those first few moments to really leverage the day?**

Robin: I've learned things from some of our thought leaders. One of the things you can do is envision your day, like a Broadway performer or an elite athlete, before a performance. It's literally envisioning the day, having a dress rehearsal with your eyes closed.

Ellen: To preview it.

Robin: Exactly. Everything happens twice, first you envision it and then it happens. That's one thing and another great thing I love to do is a gratitude list first thing in the morning. What am I grateful for? Either saying 10 things I'm grateful for in that day or writing it down and keeping a list. A gratitude attitude changes everything. I think we have our own version of OCD brain and whichever train track we're going on, whichever way our neurotransmitters are headed, that's the way we're going to keep going, unless we really know how to turn the train around.

So, when we wakeup with gratitude we just keep going through the day looking for more things to be grateful for.

Ellen: It was interesting and I think I told you I was talking to Tom Ziglar, as one of the experts of our summit, and he was talking about survival versus success versus significance. He was saying at first we're in survival mode and then he stopped himself and said, survival, if we're listening today it's not like you're trying to put a roof over your head, get food for the day and find some wood to make a fire. Just to have this conversation there's so much we have to be grateful for at this point in our lives.

If you're listening right now, there is a list of 100 things that you can write down to be grateful for and it does remind you of how much you already have accomplished, how much you have manifested and it's inspiring.

Robin: That is so true. The other thing is to just take those first few minutes and let yourself meditate and relax. Close your eyes and do some deep breathing, because when you take the time to oxygenate your brain it helps to make a difference. It slows down the fears, because you're going to wake up with some voice in your head, either a positive one guiding you through how to achieve your goals and dreams or you can wake up with any voice, like... I feel too fat I don't feel like it. I don't want to go to work today... all those voices. So, you want to program yourself positively to wake up with a positive voice.

Ellen: I sometimes have violent or scary dreams or that classic waitressing dream, I still have it and I haven't been a waitress in like 50 years, but I still have a dream where the bus pulls up and it's chaos. People tell me they still have school dreams that are very stressful, so if you wake up with something like that, **what are some ideas for changing those thoughts?**

Robin: Meditation is great. Another one of our thought leaders, Dr. Beckwith, who was in the movie 'The Secret', he goes out everyday first thing in the morning and plants his feet in sand if he's at the beach or grass or dirt. Whatever is connected to the Earth and he inhales the Earth into his body, holding for seven seconds and exhales it back down. It literally grounds your body and helps all your electrolytes to get reorganized positively.

Ellen: Just as you said this I put my feet on the ground and took a deep breath. These little moments of consciousness can have such a radical impact. **So, when you were putting these messages together, you sought out the brightest and best thought leaders to help you get motivated to work out and then it expanded into other areas of personal development?**

Robin: Absolutely. What also kept happening was, when I first started with my workout wakeup call and there's a stretch in bed everyday that's different, and a tip of the day for working out. Dr. Oz called me and said this is the best thing you can do for your body is to stretch it every morning in bed before you get out of bed, because as we age, people actually hurt themselves getting out of bed because they tighten up in their sleep. I didn't know your muscles tighten up when you're sleeping.

So you want to relax your muscles before you get out of bed. Then I started talking with some of our customers who had called me to say how this had changed their life and they'd say I would love a meditation for wellness. They started telling me what they wanted. Then I would go out and find the thought leader that I wanted to hear that kind of message from. I thought who would I love to talk to about love, Marci Shimoff; she's an amazing love and happiness expert, so let's ask her to do messages.

Ellen: That's cool.

Robin: She would say my best friend is Janet Attwood, she's the Passion Test woman, she can help everyone to wake up and find their passion and live on purpose. Then Janet said my best friend is Debra Poneman and she is this amazing success coach and she can do my wakeup calls and success messages, so it kept snowballing and was really fun.

Ellen: When you were saying that about Dr. Oz and stretching as you get out of bed, I had a flash in my mind. I have some grand niece's, my sister is a grandmother so I'm a grandmother in training. My son doesn't know about this yet but I'm pretty excited for him to have babies someday. I love being a grand aunt, but when you see a baby, when they wake up they do this really dramatic stretch where the legs kick out and the arms start moving and this is how they wake up. It's a beautiful thing.

Even a dog or a cat will wake up from a nap and do that stretch forward and back. They'll naturally want to stretch and open up before they even get out of their beds.

Robin: Right, and if you notice your dog or cat and even children, they stretch. Cats and dogs do an amazing spinal stretch and then they shake it all off. They shake off whatever they were holding onto.

Ellen: They do.

Robin: It's a great exercise.

Ellen: It's great energy, like with a duck that flaps its feathers.

Robin: Right, and that's one of the other things I do in the morning is to wake up and shake it all off. It's a grounding technique. You can shake for five minutes and do the hokey pokey.

Ellen: I love this. To recap, do not wake up with a buzzer. Don't wake up with a radio alarm clock that's going to startle you or the TV. A nice morning message is an awesome way to wake up and Robin is going to share a product with us at the end. Stretch and breathe deep and I love the idea of going and putting your feet on the Earth, if you're in a position to do that or even just to stand

on your feet and feel the connection with gravity, which reminds you to ground and simmer down, as opposed to racing off to do all those things like checking your email right out of the gate.

We don't really need that electronic buzz right away and we certainly don't need to be startled by people demanding things of us without getting ourselves in check. Then we can preprogram the day by imagining the perfect day unwinding before us. It relaxes me even talking about it.

Robin: Absolutely. I really believe in this and both Oprah and Dr. Oz strongly believe in not having a television set in your bedroom. That way it doesn't come on when you wake up and you don't lull yourself to sleep with it. If it's not in your room you won't use it.

Ellen: Everything is energy and that's a really powerful kind of irritating energy, emanating from our phones and electronic devices. It's easy to have them all stacked up on the side of the bed and to have the TV in front of you. As you started to wake up with these positive messages and start to pay attention to your morning wakeup routine, what kind of benefits did you come to embrace?

I bring this up because I like to help people get the money fixed at their business, so I felt that once I learned in my own business what a balance sheet and a profit & loss was, once I got caught up with my accounting and understood it, I felt like I'd been born again. I felt like I had to go preach from the mountaintops, that this is easy, you can do it and here's the effect it's going to have. **What were the benefits of doing this in your own life that resonated with you and caused you to make this your life's purpose.**

Robin: I noticed a few things. First, was that my day flowed better. I felt so much more productive and took so much better care of myself during the day. I could feel the day flow. I loved it. You know when you're in the flow and you're sinking in with energy. I used to feel these days where I would be like, what, why is that feeling blocked? Now, I feel like I'm in the flow and I also am grateful that I take care of myself before I begin my day, doing exercise and meditation.

It helps me to know that my self care was taken care of before I go out and take care of other people and the rest of the world, doing my good deeds. I love knowing that I took care of myself first. I've been at events, and this is so funny, but they'll come up to me and they'll say you really have great positive energy. You are such a light. What do you do?

Ellen: You can feel that Robin, even now. You can picture your smile because you have fantastic energy. That alone would be worth paying attention to your suggestions. Let's talk about this. When we met, I remember when you were introducing the alarm clock and getting into this, we've known each other for a few years. You didn't introduce the nighttime messages right away. **What happened that made you add that part of the day to your mission?**

Robin: Honestly, I started feeling very uncomfortable with what I was reading about the sleep drugs. I had become this advocate for people. I'm a huge animal lover and I became a huge advocate for animals and I'm the same way about people. When I feel like there's something going on that's not right, sometimes this justice thing comes up in me that says there has to be a solution. That's not right, people shouldn't be crashing their cars in their sleep, they shouldn't be crashing instead of getting REM this is ridiculous.

I said I want to change this, so I partnered with a psychoneurologist, Dr. Silva Devorshiak, and we did all this research and found all these safe and sound ways to get a great night's sleep. It meant a lot to be able to help people in a positive way.

Ellen: What is enough sleep at night? People talk about eight hours. I've heard it's not quite that much. Martha Stewart I heard sleeps only four hours a night. **What's the right amount of sleep a night?**

Robin: The research I've seen shows anywhere from 6 to 8 hours, and your body will tell you. It's true that you get much better sleep if you go to bed before midnight. If you go to bed after midnight then your quality of sleep isn't as good.

Ellen: I've heard that too and I've heard something about going closer to 10:00, but I like being up late. There's no one to call. The wash is done. I don't like to go right from TV to bed, I like to read or meditate, but it seems like it's finally that time I have to myself. There is research that shows to at least bring it this side of midnight.

Robin: Yes. You want to go to bed before midnight. If you feel like it's such a precious quality time for you, it might balance out for you. So sometimes the research will show something, but it also doesn't take into account that you get so much value from that quiet time by yourself without outside distractions, that it might be worth it.

Ellen: I like your approach. So somewhere in the neighborhood of seven hours, is there such a thing as too much sleep? I know it can be an indication of depression when you can't get out of bed.

Robin: That was the other thing that really surprised me. We had people call and say thank God finally, someone did something about this. Why do people think I want to wake up alarmed in the morning? It was funny, the people who were relieved, but I also had people, like a woman whose husband was killed after 30 years of marriage and she couldn't get out of bed. There was another woman whose husband was on his fourth tour in Afghanistan and she couldn't get out of bed.

It is an indicator, if someone can't get out of bed or dreads it in the morning, or they go to bed at 7:00 at night, then there's something going on for them.

Ellen: In the morning or evening, all around, this sleep thing is a big deal. To prioritize your health, wealth and success, means that you have to deal with your sleep habits and get healthy. You can sabotage everything.

Robin: Right, because sleep ends up being so connected to heart disease, obesity, it's literally the most issue, if you're having sleep deprivation, issues, insomnia whatever, it affects your heart, weight and everything else in your body. It's such an important element for wellness. I think one of the things that was important to me and as it turns out, to others, is having a friendly kind coach to help you transition if you are going through something emotional.

At one point in my life I was going through a painful breakup and I dreaded going to bed at night. I faced my bed alone and I didn't want to, so I fell asleep with the TV on. It was an avoidance behavior, so one of the things that's really helped me with these goodnight messages is to have a friendly positive voice and coach to guide me through exercises that help me achieve my goal of a great night's sleep.

Ellen: Let's talk about some of the things we can do at bedtime that would ease us into a transition. You mentioned massaging lavender oil into your feet.

Robin: Yes. All of your nerve endings are in your feet and hands. So, when you massage essential lavender oils into your feet, it literally affects your entire neurological system. It's a great thing to massage your feet before you go to bed. It also makes your room smell wonderful.

Ellen: I remember when my son was little, if I rubbed his feet he would fall asleep and I could get him to take a nap. I ran into that by accident.

Robin: Absolutely and it's actually good for all your internal organs as well because it massages them.

Ellen: A little reflexology.

Robin: Yes.

Ellen: There's a lot of science that goes over my head, but I believe it in terms of how much is happening at your feet. **What is it about lavender that does the trick?**

Robin: Essential lavender oil is known to be a relaxant. Essential chamomile if you don't like lavender. You can also spray your pillow with it and mix it with some rubbing alcohol 10% to 90% and spray on your pillow or in your room and it just gives you a nice essence. Something else you can do is a live gratitude list. I put my head on the pillow and I go through my day in my head and thank the people in my life for doing all the wonderful things that they did for me and with me that day.

If my head were on the pillow then I would simply say, thank you so much Tom, my husband, for making me such a beautiful breakfast this morning and coffee. Thank you for this wonderful call. Thank you for the call with Ellen. Thank you so much God for Ellen. I literally gratitude myself to sleep.

Ellen: You were really specific about thanking. Sometimes when I keep a gratitude journal or something I start to list the basics. Thanks for my dogs, my family, for the wonderful place I live, but you were specific in terms of an event, a moment or memory that you're grateful for right this moment.

Robin: Right. What I've seen in the research is that it's best to do that day specific. That way everyday the gratitude list is unique. That way it's not the same as, I'm grateful for Tom, hope, faith, etc. because everyday it would be the same thing and then it loses its authenticity. If you just make it that general and repetitive. It's nice when you say I'm so grateful for Ellen today, that was so much fun talking with her on the phone. That feels more alive than, I'm just grateful for Ellen.

Ellen: What about other rituals as we go to bed. **How early do you start your nighttime ritual?**

Robin: This is so funny. As you mentioned I started on Broadway, I used to go to bed when everyone else was waking up, because my adrenalin was so high. It took a long time to calm down after a performance and now I find myself going to bed at 9:00 or 10:00 o'clock and waking up early. I'm in a hiking group and we hike really early in the morning, so it's funny to me that I'm doing the whole early to bed early to rise makes a man healthy, wealthy and wise, thing. I don't know if that's true but that's what my body is used to doing.

Ellen: That's what Benjamin Franklin said.

Robin: Yes. I think that he had a lot of wisdom. I'm not sure about the whole kite in the storm.

Ellen: That late night thing, one of my previous careers I was laughed at, being the Plumber's wife turned business makeover expert, but that was like after having 50 other jobs. I worked a lot in the restaurant industry and it was the same thing. When the restaurant would close at midnight

I was wired. The easiest way to wind down would be to have a cocktail or bottle of wine. Does that help people go to sleep or does that make it even harder?

Robin: Research shows that it is one of the worst things you can do for yourself, because initially it might make you pass out, but you'll always wake up in the middle of the night because your body starts getting dehydrated three to four hours after. Your body can't tolerate sleeping through the night if you've had more than one glass of wine. You'll always wake up. Even if it's to go to the bathroom or you don't feel well, if you want to get a sustained night of sleep, alcohol turns out not to work well. It's a depressant. So it will depress and dehydrate you, which isn't great for a good night's sleep.

Ellen: I think this is a good moment, where if you're looking for a life makeover and you want to embrace the moment we're sharing today, to evaluate why you would need artificial means to get to sleep. Sleep should be a natural thing and while you may not completely revolutionize your sleep patterns, to become more conscious of what you're doing at nighttime and when you wake up, could have a big positive impact on your life. If you just question these things, like having a glass of wine before bed or a shot of NyQuil might get the job done, but you do tend to wake up when you treat bedtime that way.

Robin: Right, and also, in the morning you won't feel as rejuvenated that way because it interferes with your REM cycle. The other thing too is that I think meditation and visualizations actually do those same things without a negative effect. So, I think meditation is a great medication but without the horrible side effects. It's a positive way of reprogramming and realigning your mind.

Ellen: Let's talk about some of the cool people that you've had the opportunity to work with during the course of recording your messages. Jack Canfield is one that you love, and I totally love him. Tell me a nugget of inspiration that you got from Jack, because I know he shares on the My Wakeup Call Motivational Alarm Clock Messages. **What's something you've learned from Jack?**

Robin: I love Jack and what he's said to me. He's such a big fan because he said that when you automate success you have a much better chance of actually succeeding. I love that.

Ellen: Talk more about that.

Robin: With My Wakeup Call Motivational Alarm Clock Messages and My Goodnight Messages, they're automated, so you don't have to look for a book, etc. It can come to your phone, on CDs, literally downloads, apps, etc. We have every delivery system so it's all automated. When you automate success you have a much better chance at succeeding, because you're taking out the equation of, oops, I forgot. Oh no, where is that? So it happens automatically for you.

Ellen: This is no small thing, I want to underline this. Another one of our experts is a fellow named, Howard Partridge, and he taught me this. He said he established a procedure at his company where they washed their trucks everyday, even if it's raining. The idea being if we always do it then we don't waste time going, should we wash them, do you think it's going to rain? What do you think? Why don't we wait an hour? It's a time waster, so they automate their success by putting systems in place that become automatic.

Another friend of mine describes this as a 'no thought zone'. We waste time making that decision, let's just put good solid systems into place and make those our new habits. I love that.

Robin: That's awesome! The other reason I invented this was because I needed a bridge to get me from where I was to where I wanted to be. I wanted to wake up positively inspired every morning and wakeup and workout and it's just like you talked about, the no thought zone. I didn't want to say, do I feel like it? I don't know if I really feel like it. I just wanted to put that committee outside my head and just use a bridge to get me from where I was to where I wanted to be.

It turns out that the reason people don't take care of themselves or don't go for their dreams is a lack of motivation. They can't imagine that they can get from where they are to where they want to be and when you help them with a bridge tool that's automated, it makes it so much easier and takes the questioning out of it so it's not part of the deal anymore. They just let themselves do it. They give themselves permission to succeed.

Ellen: I love this. Let's talk about some other guests you've had on the program. Who was it that talked about an hour of power? You told me about this.

Robin: That was Jack. Jack Canfield wakes up everyday with 20/20/20, which he calls his hour of power. He does 20 minutes of meditation, 20 minutes of working out and 20 minutes of reading something. Then he starts his day and he never misses.

Ellen: He's disciplined himself. I used to hate that word, discipline, and now I totally love it.

Robin: Me too, that's so funny that we have that in common.

Ellen: I know. We talked about that before. I used to think I don't want to have to do it, I don't have any rules, but then I was always behind the eight ball. I always felt like I was setting myself up to lose and simple disciplines just make it easier. I like using a calendar. I like putting patterns in place so I can not think about or try keeping in my head all the things I'm supposed to be doing. I like keeping my head empty so I can be present.

Robin: Right. You can also be inspired that way when there's room.

Ellen: Exactly. So to automate success by adopting some success habits in the beginning of the day and as you wrap up, it's to book-end your life with those positive moments. I love the hour of power. What did Marci Shimoff have to say? I met her once, I thought she was adorable. She was one of the *Chicken Soup* authors.

Robin: Yes, she did six of the *Chicken Soup for the Soul* books, the women's books. She's amazing. She recorded my Wakeup Calls to Love Messages. She talks about waking up with self-love and being open to receiving love and sharing love in the most uplifting ways. A lot of our authors also give My Wakeup call assignments. They'll say my wakeup call to action is... and they'll give people things to do different days, to actually open their hearts, achieve more success or wakeup and work out. It helps to do something that's an action item.

It transforms your life when you take positive actions with a positive perspective.

Ellen: One of the benefits I'm getting from these interviews is that you get so motivated and inspired by talking to great thinkers, so thank you Robin, for joining me today.

Robin: Thank you.

Ellen: It's been so much fun. I can imagine you had moments like that with some of the guests that you had arrive. You told me that Mary Morrissey that she was a fantastic expert.

Robin: She was amazing. We call them our messengers, My Wakeup Calls. With Mary, she blew me away. Everyone else came with a script. They would come record for a few hours and they'll have their messages and each message is like five minutes long and we put music in it, so their segment is like three minutes. She didn't have any notes she just said I know what I want to say. She would say okay, turn on the recorder. She would say I'm going to talk about the Dalai Lama because she's worked with him a great deal.

She would do three minutes of an amazing story with the Dalai Lama and then she would say, now I'm going to talk about this experience I had with my family. It was amazing and perfect. She didn't have to do any retakes or anything. I was amazed. She seemed to live in the flow. I think one of my main goals is to live above the issues and live in the solutions, so when there's an issue going on, instead of getting mired down in it and trying to fix it. If I just stay up here and like Angels are light and stay up here and let the solution come, it's so much easier than focusing on the problem.

Thoughts are things and what we focus on expands and I love working with the people who seem to stay up here and glide. They don't let themselves get mired down.

Ellen: They seem to have a sense of lightness and humor.

Robin: Right.

Ellen: And awareness that this may look bad now but you don't know where it will end up.

Robin: Yes, and everything passes.

Ellen: This too shall pass. I'm definitely getting the energy of that. I know one of your favorite messengers is Debra Poneman. We have a sample, should we play that?

Robin: Absolutely.

Ellen: Okay, wish me luck because this requires that I go to the dashboard. This is an example of a wakeup call.

Robin: This is my wakeup call to success.

It's time for my wakeup call to success. Are you awake? Good morning, this is your wakeup call to success with Debra Poneman. What a successful way to start your day. Here's Debra... good morning. Sometimes we know exactly what we want to create. We've even made substantial progress. We're excited. We have so much in place. Everything seems to point to go, but we don't go, because well, we're not really quite ready yet.

Don't wait until you think you're ready, because if you wait until you think you're ready you'll never think you're ready. You see, we live in a relative universe and if you're waiting until everything is in place and tied up in a neat little package with no loose ends, you're going to wait forever. It's not going to happen. Believe me; no sign is going to come down from Heaven that says okay start now. Great ideas are the starting point of all achievement and the road to despair is paved with great ideas that are never acted on.

So I recommend that you do what I did when I started my seminar company and that is, take a step from which there's no turning back.

Ellen: That is so much fun, I love that. You know what I was thinking, that's much better than being buzzed into the morning.

Robin: Or the radio saying, the death toll was much higher than we thought it was.

Ellen: What if we just remind ourselves that there is a solution and it may just not be revealed yet, or even Debra's messages that says to take that first step. We don't have to have the whole path figured out, just leverage this moment and what we could do right now that's going to give us the energy we need to take the next step and the next. It will all be okay. I love that did you play the harp? Were you in charge of the harp?

Robin: I actually found the harp, but I didn't play it myself. Every content provider, all our messages have their own unique wakeup tone, so each messenger let's us know what they want and she wanted a harp. Some people want beautiful bells, some want church bells and for some we have a monk's bell that's from the 1400s. It's amazing the different sounds, but they're all very cool.

Ellen: I love this idea of automating success by putting these simple and powerful habits together. Could I put you on the spot to take us through a little breathing exercise or something that we might do? Here we are now it's the middle of the day if you're with us. In the morning and evening, let's think of something we could do now that would help us relax and energize and move to that place that's above the problem. We aren't stuck in the problems, so up above where we might be able to see the solutions. **What could we do?**

Robin: This is a great exercise that I do called, 'pronic breathing'. You can do it when you're waiting in line at the grocery store, or making dinner. You can also do it when you're driving just don't close your eyes. You can pull over and use it as a meditation time. That way you won't get ticked off when waiting in line or if you're making dinner and feel you're using your time well. You can do this anytime. You can close your eyes or not, not while you're driving. If you're in a place now where you can close your eyes that's good. If not, don't.

Please close your eyes and get comfortable. We'll start with three deep pronic healing breaths. All that you have to do is inhale through your nose for six counts, hold for three counts and then exhale slowly through your mouth, just like blowing through a straw for six counts and then hold for three counts again. We're going to repeat this breathing pattern three times. Here we go...

Inhale slowly for six counts, through our noses.

Hold for three.

Exhale like blowing through a straw for six.

Hold for three.

Inhale through your nose.

Hold for three.

Exhale through your mouth.

Hold for three.

Inhale once more deeply through your nose.

Hold for three.

Exhale through your mouth.

Hold.

If you want you can also put your hands on your heart and inhale through your nose, exhale through your mouth and express gratitude silently or audibly for everyone who's been a blessing for you today. Maybe it's a friend who calls you, a business acquaintance who reached out, just someone who made a difference for you today or opened a door, someone who was kind enough

to turn around, smile and ask how you're doing. Little gratitudes build up, mean a lot and make a difference.

You can do that and then you relax. Notice if you had any mind chatter going on that it's gone.

Ellen: Thank you Robin.

Robin: You're so welcome.

Ellen: Just that oxygenation feels delicious. You can feel a little glow. It's a rush. It feels fantastic.

Robin: Absolutely.

Ellen: You are wonderful. I am really excited to share what you have for your package. We ask all the experts to provide a package and it was all going to be the same price package at \$97 and some of these packages are incredible deals. You put together a rockin' great product that you call your, boost your love, happiness, health and success in just five minutes a day. I'd like to talk a little about the program you put together. Do you want to kick it off?

Robin: Sure. Thank you for your kind words, I feel the same way about you, Ellen. I know anyone who's in your program, like minds are attracted to each other, so we're all part of the same club.

Ellen: For sure.

Robin: This is My Wakeup Call Motivational Alarm Clock Messages, which is 12 months of mp3 messages that work with any smart phone or device of any kind, any tablet or iPod. They simply sync into your device and you set the alarm on your phone or other device to wake you up to My Wakeup Call Motivational Alarm Clock Messages and we also have My Goodnight Messages, which help you go to sleep. Also, people say they listen during the day when they need a boost and we've had so many people tell us this has changed their lives, so I'm happy to share with you this next portion, which is normally \$549, but I love you so much and I wanted to give you a package that was \$97, so we decided to give you this one for that price.

Ellen: I am so excited about it. The guests, Michael Beckwith, Mary Morrissey, Janet Attwood, Jack Canfield and you even have messages from the Dalai Lama.

Robin: Yes. The first month people will receive a month of messages called My Discover The Gift Wakeup Call, which is about discovering your gifts and living on purpose with these amazing thought leaders. The second month you'll get the workout wakeup call with me, which helps you to wakeup and workout. It has a stretch in bed everyday that's different, a tip of the day for working out and music for getting dressed. You own these for life.

Ellen: I love that is that getting out of bed with a standing ovation?

Robin: Yes, because I think that anyone who wakes up and works out deserves a standing ovation, and they're so uplifting.

Ellen: That is so fun.

Robin: Thank you. So I'm awake and working out.

Ellen: You have a wealthy wakeup call, a wellness wakeup call, emotional freedom wakeup call...

Robin: My weight loss for life. My wisdom wakeup call with Mary Morrissey. My wakeup call to love with Marci Shimoff. My wakeup call to passion with Janet Attwood. My power thoughts wakeup call with the senior producer for the Oprah Radio for years, John St. Augustine, and my wealthy wakeup call is based on the science of getting rich by Wallace Wattles.

Ellen: I love that book. I love him.

Robin: Me too.

Ellen: I have the messages on my iPad too and it is super easy, I just downloaded the app and you get the messages. At night we have a part of the package with some automated success habits. You start with 15 minutes before you go to bed.

Robin: I invented My Goodnight Calls, because for entrepreneurs and so many people, we lose track of the time at night. Sometimes it would be, oh my gosh it's midnight, how did that happen, I have to get up at 4:30? So I set my phone to My Goodnight Call, 15 minutes before I wanted to be in bed. I get ready for bed and get really comfortable just in time for My Goodnight message to go off. It's a great way of successfully programming myself with automation to be in bed on time.

Ellen: This is awesome. It's a wonderful package and if you're listening you can go to BusinessMakeover2014.com/palmer. You'll see Robin on her page, where you can see her smile.

Robin: One other thing... we've included four 60- minute inspirational interviews with the top thought leaders. Jack Canfield did an hour of how he wakes up to success and what he recommends. We had Debra Poneman and my weight loss for life with O' Magazine writer at large Lisa Cogan and weight loss expert Victoria Moran. My wakeup call to love is an hour with Marci Shimoff and Russian comedian Yakov Shmirnoff and My Wakeup call to passion with Janet Attwood and discover the gifts with Cheyenne Joy Aziz.

Ellen: I'm glad you brought these up. These are really great to listen to while you're in the office or taking a break at lunch. These are 60 minutes interviews?

Robin: Right. Then we have the top 10 list for success, fitness, love and other things. We have affirmation cards. We threw in everything you could think of that would be a blessing.

Ellen: You put everything in here. This is so awesome. What a great package, I appreciate it so much. Each of my favorite authors is represented here.

Robin: Awesome.

Ellen: Thank you so much for playing with me today and sharing your inspiring messages. I'm going to sleep with you tonight. I hope your husband doesn't mind.

Robin: I know he won't mind.

Ellen: As we wrap up, do you have any parting words you'd like to leave with us today?

Robin: I just believe that you are a special person and you're creating an amazing gift for people with this telesummit of yours and you're going to change so many lives. It's perfect timing because you're helping people to have a great beginning to 2014 in such a powerful and impactful way. You talked about changing lives in 21 days, it's so true. Thank you so much for

doing this telesummit. I know we're all going to get so much from it and I can't wait to hear all your speakers. It's very powerful what you're doing. Thank you.

Ellen: It's so cool because I was selfishly motivated to make 2014 a really dramatic big change year for myself. I feel like I'm too old to waste any time, and not that I waste time, but I want to accelerate what I accomplish in this amazing lifetime that I have. It was from that selfish motivation that I launch this, knowing full well if I got fun people together that only great things would happen for everyone. Thank you so much for participating. I love you so much.