

# S u c c e s s R a d i o 1 1 : 1 1

*Presented by Bill White*

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*Intro: Synchronicity expert Bill White brings you Success Radio 11:11.*

**Bill White:** This is synchronicity expert, Bill White, for Success Radio. I am very pleased to have Dr. Jim Will with us today to speak on the subject of self-talk. How are you?

**Dr. Jim Will:** Very good, Bill. Thank you for inviting me.

**Bill White:** You are certainly welcome. Now, the way that I was introduced to you is the whole concept of the power of self-talk. Could you take a moment to explain what the concept of self-talk actually is?

**Dr. Jim Will:** You bet. To give you a little bit of background about myself, I got into the field of psychology in college primarily to try to figure out myself and to try to understand why people behave the way they do and at that time did. I realized that most of the psychology that I was studying was what was wrong with people and went on through graduate school and we were very, very good at diagnosing people with their problems that very seldom did I feel that competent in helping people to solve issues in their life and quickly do so and get back on track. The whole notion of talking to yourself was kind of laughed at. People would say, when I worked five years at a state hospital, "It is okay to talk to yourself," we would say, "but if you start to answer, then that is when you were supposed to check in your keys and go to the other side." So, what self-talk is we all talk to ourselves all the time. We cannot stop talking to ourselves, but what we can do is to become aware of that internal thinking, that internal daydreaming, that internal dialogue that we have with ourselves all the time. Once we become aware of it and realize that it is okay to talk to yourself, we cannot stop talking to ourselves, but what we can do is we can start to manage it and control it and by managing and controlling our self-talk, then we can see very quick and positive and permanent changes take place in both our personal life as well as our professional, our recreational life, and even our health. It affects every aspect of our world.

**Bill White:** It is so fascinating. When you talk about self-talk, are you talking about the conscious thinking process that is going on in our head or is this entering into the realm of the subconscious mind?

**Dr. Jim Will:** I think it is both, Bill. A lot of times until I bring it to somebody's attention, they are not even aware, yet we have been doing it for a long, long time. One gentleman said to me once, he came up afterwards and he said -- and he was, gosh, I think he was in the 60's to 70's. He said, "Every night, I always brush my teeth before I go to bed, but sometimes I'll go ahead and I'll get in bed and I will lay there thinking, 'Oh, I didn't brush my teeth. Well, should I get up? I really don't wanna get up,'" and kind of debating whether or not to brush his teeth. He said, "Now, is that self-talk?" and I said, "That is self-talk."

I was doing a program for a cruise ship that was being completed in Nagasaki, Japan, and I was hired to go down there to work with 450 of their employees that would be on the vessel and they were from 44 different nationalities. My job was to help them all learn to communicate effectively and to provide exceptional customer service. It was a six-star ship. It still is. It is a beautiful vessel, the Crystal Harmony. This one young man, I saw him, who was in my seminar a day or two earlier and I saw him out on the deck and I said, "How are you today?" and he said, "Fine." I said, "What have you been up

to?" He said, "I've been listening to myself talk," and I said, "Well, good." That is what we can start to do is we can start to become more aware of something we have been doing for years and years, actually ever since we were born.

So, it is something that until we are conscious of it, we are probably not even aware that we have been doing it all these years. Once you become conscious of it, then you can go, "Okay." The old commercial, "Gee, I coulda have a V8." You have choices and you can choose what you like or dislike, what you want to think about, but so many people, Bill, are unaware that they do have choices. The analogy I came up with was I think the victims in this world will sit down in front of the television of life not realizing that they have a remote control. You and I are blessed with a remote control that we can actually if we do not like what is on channel 1, we can go to 2, 3, 4. We have got thousands of channels that we can plug into simply by changing what we are thinking about. One other thing, if I might throw this on top of that, with our self-talk, to put it in perspective, most people will think or talk to themselves maybe 10 or 20 times faster than we can verbalize. To put that in perspective, we can only talk out loud maybe 300, 400 to 500 words a minute; our self-talk maybe 3000 or 4000 or 5000 words a minute and in some instances even faster than that. Just a millisecond brings about -- you know the old saying that a picture is a thousand words. One thought, one image, one feeling can create a thousand words within our brain.

So, here is our self-talk going on at an incredible rate of speed. It is estimated that the average person's self-talk is somewhere between 40, 60, maybe as high as 70 or 80 percent negative. Now, the analogy that I came up with there was do you ever go to a grocery store with a list of things you do not want to get? It would be a long list. Do not get pickles, do not get grapefruit, do not get tomatoes, do not get... It would go on and on and on. So, when we go to a grocery store, we usually will write down a list of things that we do want and if we want bread, we are pretty doggone specific. We want the raisin bread with walnuts in it. We want the peaches maybe a certain brand. We want a certain kind of pickles. Not just any meat, but we want some prime rib, or whatever it is that we are looking for we specifically write down. We may think about things we do not want, but we do not write it down. Unfortunately, our self-talk, we have been focusing on the things that we do not want in our life and we attribute that to, "Well, that's the way my dad was. That's the way my father was. That's the way my uncle was. That's the way my brother..." or "That's the way it's always been done in our family or in our company."

We get trapped into what I call voodooos and the reason I call it that is I have done a lot of work over in Louisiana and one of the first times I was over there is a group of about 70 or 80 people, a food company, and I asked, "How many of you all believe in voodoo?" To my amazement, about 80 or 90 percent of the people raised their hand and I thought, "Oh, I better do a good job today because this could be serious." I said, "Why does voodoo work?" and they looked at me and then finally they said, "Because we believe in it."

So, the question that I would ask our audience today is what beliefs, what attitudes, what opinions, what voodooos do you and I have that we have been dragging with us over the years. It is as real as anything, but it does not have to be real. To give you an example, personal example, for years I used to be depressed on Sunday nights and I did not know why, but my self-talk was, "Hey, Fridays are great, Saturdays are wonderful, Sundays were just fine," until I have to --- "Jimmy, come in and start doing your homework for school." Back in the second grade -- I liked kindergarten. First grade was okay, but then about midway through first grade, I started to realize that I was not the brightest crayon in the box. I started to develop a self-image of belief and attitude about not being very smart, but the second grade I had a teacher that scared me, that intimidated me and all of a sudden I did not like school. The voodoo or the crazy part was I was completely out of school, graduate school. I have been out of school for several years, but see how I have still been dragging with me that belief, that attitude reinforced with my self-talk saying things like -- I have always been depressed on Sunday nights. The beautiful part about this, Bill, is that we simply need to ask ourselves a question. "Jim, do you wanna be depressed on Sunday nights?" If

your answer is yes, then keep talking about it and guess what you will get? If the answer is, "No, I don't wanna be depressed on Sunday nights," then what is it that you want from the grocery store of life? Does that make sense?

**Bill White:** It absolutely does. I really think that we are in total agreement on several aspects that you mentioned. First of all, I have always believed that what we experience in our reality is largely shaped by our beliefs. Would you agree with that?

**Dr. Jim Will:** I really do. I sure do.

**Bill White:** The other thing that I am curious about is with the self-talk, is it often a case that we are carrying the words of other people around with us for years?

**Dr. Jim Will:** Today, I have got an electrician and his son here and the father was talking about his father and the way he behaved and acted. The son, whose birthday is today, he is 24 years old, was saying, "Well, dad, you're just like him." Some traits that we borrow or inherit or get from our parents are very good and very valuable. Some are not and it is really up to us to say which ones are good and which ones are not. Do we want to perpetuate that to our children, to our grandchildren? Somebody has got to stop the craziness or the vicious cycle and it might as well be you and I that state, "Wait a second, no. Some of these beliefs and attitudes are fantastic and I wanna share them with my children and my grandchildren. Some of them have been harmful. They hurt me, they still hurt me, and I don't wanna pass that on." In other words, just because your dad had a bad temper does not mean that you have to have a bad temper. Just because your mother did certain things does not mean that you have to do those either. We can really start to select, we can be the author of our future. We can really start to design how our lives will become and will ultimately end up. Now, granted we do not have control over the weather and I do not think you and I have control over the price of oil these days and I am not sure that we have control over the stock market and a lot of other things that we do not have control over, but what we do have control over is simply deciding what it is that we want to think about and by deciding what it is that we want that all of a sudden there is a tendency to gravitate towards that. Now, something else, Bill, that I think ties in here is unfortunately, and I have noticed this over and over again, people ask the wrong questions. They will ask questions like, "Why am I so fat?" "Why am I so slow?" "Why am I so silly?" "Why am I so awkward?" The list goes on and on. Now, you hear people that may say, "Why am I so talented?" "Why am I so gifted?" Those people we would say would be arrogant and we do not most of the time care to be around somebody that is egotistical like that. However, what I do recommend to our listeners is to simply start asking ourselves the right questions.

Let me give you an example here. I was in one of my client's offices, an architectural company, and the assistant to the owner came up and she said, "Dr. Will, would you be so kind please, look over my goals. I'm having trouble with my goals." I said, "Sure." She went over to her purse, pulled out a piece of paper that was folded up and opened it up and she started to read off. I was kind of looking over her shoulder and sure enough, the first goal she had was, "I don't want to be depressed," and the second one was, "I don't want to be a nuisance to my boss." I said, "Okay, I've seen enough. All right. I want to help you to rewrite these goals." I asked her if she was online and she said yes and we turned around to our computer. I said, "Well, let's go to Google and you can try this with any search engine." I said, "Let's find out -- put in Google 'I don't want to be depressed' and hit Send." Over a million responses came back to her. I said, "All right. Now, let's flip that around. If we don't want tomato juice at the grocery store, if I don't want to be depressed, what's the opposite of that? What is it that you do want?" She said, "I wanna be happy." I said, "Type that in." She hit Send and over 10 million responses came back to her. I looked at her and I said, "You got friends either place." By asking ourselves the right questions, then our brains are just like Google, the search engine. We are gifted with a mechanism located in the central cortex of our brain called the reticular activating system. It is fascinating to me, my dad was a civil engineer and he taught

me at an early age in life that there was a huge difference between cement and concrete. When a concrete truck went down the street, he corrected me very early by saying, "That's not a cement truck. That's a concrete truck. Cement is an element put together with water and sand and aggregate rock creates concrete."

In a way, that is what has been happening to a lot of people. They have been interchanging the words brain and mind, brain and self-talk. It is fascinating to me, Bill, you can go to the medical center and you can get a CAT scan and all of a sudden you can see a picture of our brain, hopefully, inside of our skull, but can we find our mind? That is so fascinating to me. There is a difference and the way I look at this is that our thinking, our self-talk, our mind chatter, our mind will trigger mechanisms such as the reticular activating system that is in the central cortex of our brain and this reticular activating system is like a radar. Let me ask and if we have a chance to interact here on the program, we would ask the audience, "How many Starbucks have you seen in the last 30 days?" Well, who knows and who really cares, but if you and I have made an announcement that we will pay people \$1000 for every Starbucks that they see from the 1st of March to the 1st of April, then how many Starbucks would they see then? Everywhere, in airports and street corners and office buildings. How many Exxon Mobile stations have you seen lately? How many blue trucks have you seen?

We are blind to those and it is a good thing because I would be a little concerned with our viewers if somebody has been counting blue trucks or Exxon Mobil stations and could give us an exact count over the last 30 days. We are blind to those. They have been out there, but we are blind to them. We have created what we call a scotoma. Scotoma is a blind spot and it is an actual medical term. That is where the eye doctor will -- they used to, now they have got computers that do this, they used to ask you if you could see this pen or pencil over in this corner of your vision and put it over on this side. They were checking for blind spots. Now, they do it all via technology and a computer. What happens is that if we are asking ourselves the wrong question, it is sending our reticular activating system our question as our thought. It is triggering mechanisms in our brain to go out and just like Google does, it searches for things to come back and support what we are asking. "Why am I depressed on Sunday nights?" Well, because you have always been depressed on Sunday nights. "Why am I so fat?" Well, because your mother was fat, because you are big-boned, because you eat the wrong foods, and we start beating ourselves up. So, if quietly, quietly, very quietly we start ourselves the right questions, "Why am I so healthy?" and pause and let ourselves talk -- or Google, go on a search "Why am I so healthy?" because I drink lots of water, I eat lots of fruits and lots of vegetables. I watch what I eat. I slow down when I start to get full. Listen to why if we ask ourselves the right question.

An interview was conducted on Larry Bird several years ago and the person said, "Are you surprised when you hit 18 out of 20 3-point shots or 20 out of 20 free throws?" He looked at that interviewer and he said, "Surprised? I'm surprised if I don't get 20 out of 20." Now, that is the difference between a high performer, somebody that is successful. They are expecting it to go in every time they shoot the ball. They are expecting it to have the end result that they desire. The amateur on the other hand is surprised if they get 2 out of 2 and their self-talk will start to beat themselves up and say, "Well, you're lucky. You know that's not gonna continue to happen." They will negate the successes and cause themselves to get back into their old zone of comfort, their old comfort zone. That is another whole topic that we can certainly address some time, but yes the self-talk is something that does reinforce those beliefs and those attitudes and if we like them, then keep talking about those the way you have been, but if they are harmful to you or to your family or to your company, then it is time that you take control and charge of that and start asking yourself quietly the right questions. Be nice to yourself. Too many people are really rough on themselves and very critical of themselves.

**Bill White:** Why do you think that is? Why do you think that people have a tendency to be so rough on themselves?

**Dr. Jim Will:** That is a good question, Bill. I think there are a couple of thoughts that are coming to my mind right now. One Dr. Benjamin Spock years ago said that 24 out of 25 comments made to a young child when they are growing up are negative. "Don't spill the milk." "Lookie there, I told you you're gonna spill the milk. See how clumsy..."

I was on the elevator the other day. I live in a high-rise apartment building and this young man with his three young children, one of the little girls was carrying on, starting to cry, "I don't like this!" All of a sudden, the father turned to the young girl, probably 4 or 5 years old, he said, "You're acting just like your mother. Will you quit it?" I think you and I come into this world not knowing anything about anything. We make beautiful sponges that are absorbing and we start to pick up from our parents, from our grandparents, from our teachers, from television, from coaches, from siblings, from neighbors, from relatives, all kinds of people what our world is and what it is like and who I am as a human being, who I am as a person. With that self-talk, we start to reinforce it. We have got to be very, very, very careful how we talk to young children and what we are saying to them. They are picking up everything that we are saying and they need the guidance. They need the positive guidance. One of the greatest things that you can do as a parent is to -- when a child comes in, they say, "I'm stupid." "I'm not any good at math." "I'm dumb." "I'm not gonna make the baseball team." "I'm lousy at soccer." "I can't remember any of the English grammar rules." Whatever it is that they are beating themselves up on, if you as a parent will stop and then say, "Wait a second. No, you're not. You're a very handsome young boy," "You're a very pretty young girl."

A lady came up to me and her grandfather had actually teased her from a very early age in life about her having a big nose over and over again and he would just ridicule her. It was very, very sad and the young lady's mother went to her father and said, "Please, grandpa. Quit teasing her about her nose. She's got a very pretty nose." Actually, he is the one that had a very large nose. The grandfather stopped teasing the little girl about it, but what he did was he did not say anything. He would just look at her and he would push his nose in drawing attention to her nose and teasing her that way. It was so sad. Sure enough -- we have all heard of inferiority complexes. Well, that young lady, when she looked in the mirror, what did she think she saw? A perception is reality. As long as she felt like she had a big nose, as long as she felt like she was not pretty, then that was her own self-talk.

I had the fortune of meeting Mrs. Maxwell Maltz. Maxwell Maltz wrote a book several years ago called "Psycho Cybernetics." Dr. Maltz was actually a plastic surgeon. What he discovered and she said, "You know, Maxie," she called him Maxie and unfortunately he is not still with us anymore, "would have loved to have met you." I think the reason is that he wrote a book and it was about how he could change a person's look, their countenance, they could change their appearance that he noticed that they still, if they looked or felt ugly before the operation, unless they change their self-talk or their self-image or their belief about themselves, he could change them and he made them look a lot nicer, but until they change their belief about themselves, they would still feel ugly or not very attractive.

Why does all this happen? I think a large portion of it is what our parents said to us and may still be saying to us and what grandparents or relatives, but also who are our experts, who have been telling us things. Goodness gracious! The television can be extremely helpful, it can be very entertaining, it can be very, very information, educational, but at the same time there are all kinds of garbage. You got to be very, very cognizant of what you are allowing into your world. I am very careful. The music that I listen to, the news if any that I watch, the entertainment that I might select, I am very, very careful, the friends that I hang around. I noticed about 25 to 30 years ago, I was in a comfort zone. I had gotten around a group of people that were very sarcastic. They ridiculed each other and it was almost the only way to survive in that environment was to get down to their level. I did not like it. All of a sudden, I realized,

"Hey, Jim. I've got a choice. I don't have to have these so-called friends. I can get up off that sofa and go over into another sofa in my world."

Again, that is what I think is so important for people to understand, that victims do not realize that they have choices. People that take the efficacy and they have that power and they feel like they can change their world, they do know that they have got that remote control and they can go to the grocery store of life with a list of things that they do want that all of a sudden their whole world starts to change. If I know what it is that I want, it starts to trigger that radar system. It starts to trigger that reticular activating system. All of a sudden, we go, "Wow! I'm really lucky." No, you are starting to goal set. I have told people for years that really, high performance, successful, happy people are goal-setting day in and day out. They do not goal set at the first of the year and write their goals and then toss them into a drawer and look at them at the end of December. Professional goal-setters are goal-setting everyday, every second, all day long. How do I want this meeting to go? How do I want to discipline my child? How do I want to come across at the sales presentation? How do I want to come across? I work with a lot of attorneys and one of the questions that we ask in preparing their witnesses or their clients to prepare for either a deposition or to take the witness stand, I ask them, I say, "How do you want to be seen by the jury?" We consciously start to think and unfortunately most of them are thinking about what they do not want. "I don't wanna come across as dishonest." "I don't wanna come across as nervous." "I don't want all these things." Let us flip that around and start thinking about what we do want and how do we want to be seen by the jury because, again, the perception of the jury, the perception of the jurors becomes the reality. Now, who is your jury? It could be your children, it could be your family, it could be your clients, it could be any number of juries that we may have out there. So, how do we want to be seen by our jury? Know that we have a choice as to how we want to be perceived by our jurors.

**Bill White:** Now, when we start really thinking about what we are saying to ourselves, oftentimes people are very compulsive about the thoughts that come in. You may find someone that is particularly plagued like the woman you mentioned with the perception that she had a large nose. How do we go about beginning to change that and yet sometimes we feel it is like we are out of control with the thoughts that come in telling us like we do not have our hands on the steering wheel and these words just play over and over in our head? How do we put the breaks on that and start to change the actual thoughts that are occurring?

**Dr. Jim Will:** I like how you stated that, Bill. I think looking back before I started to teach this information and to learn it, to apply it in my own world, I think that is a very good analogy. We do not really have control over our vehicle. We do not feel like we have control over that steering wheel. Boy, is not that a scary feeling that we do not have control over our life, we do not have control over that steering wheel? Also, to kind of tag on to that automotive analogy, if we are thinking about what we do not want, is not that kind of like driving in reverse? If we have got it in reverse, we cannot go very fast. So, what do we want to do is take it out of reverse and put it into drive.

There was a Biblical scripture about -- I think it was God saying to Lot and his wife, "Don't turn around and look back." Sure enough, Lot's wife turned around and looked back and what happened? I think she froze into a pillar of stone, a pillar of rock. That is what happens to you and I. Any time that we look back at our past and say, "Well, there I go again. I've always done it that way. I've always messed up on this. I've always lost temper," then we are looking back over our shoulder at the past and we are not staying focused on the future. You and I will freeze and we will become paralyzed mentally if we keep looking back over at our shoulder at our past. What we want to do in order to grab hold of that steering wheel is I want people to start to be aware of their self-talk. If any of our viewers are sitting out there saying, "What is this guy talking about talking to yourself? I don't talk to myself. I never have talked to myself. I hear that crazy are talking to themselves and I'm sure not crazy." Well, that is what I am talking about. We all talk to ourselves all the time. What we can do is to become aware that we are going

to keep doing it. It is okay. It is natural. I do not think we can stop talking to ourselves, but what we can do is once you are aware of that, then we can start to say, "Okay, is this thinking right now, is my self-talk, what I'm talking to myself right now, what I'm saying to myself right now, is this going to help me in life? Is it gonna help me to become a better person, a better husband, a better father, a better parent, a better manager, a better salesperson, a better employee? Is it?" If it is, keep going with it. If it is not and we are just dragging garbage with us, then are you sick and tired of being sick and tired?

This electrician I was telling you about earlier, I said, "Do you know how many psychologists it takes to change a light bulb?" His son said, "Two." He said, "I don't know." I said, "Of course, it only takes one psychologist to change the light bulb if the light bulb wants to change." That is the key. Do people want to change or have they gotten so embedded with the misery? I think some people are even in what I call a soap opera syndrome. I have even heard and know people that will video tape their soap operas and watch them at night when they come home from work. Again, I can help anybody and I have had tremendous success helping people very, very quickly with challenges that they have in their life, but the first thing, do you want to change? If you do not want to change, save your time and money and come back. I have had people for years say, "Jim, can you help me to stop smoking?" I look at them and say, "Do you wanna stop smoking?" A lot of times, they go, "Well, not really." I go, "Then keep smoking and when you decide you want to stop smoking," I tell them, "you probably won't even need me." How many times have people -- they have just gone cold turkey. "That's the last time, I'm sick of it." All of a sudden, they stop what they are doing. If they feel like they have to or they got to or they should or they need to change, more than likely the change is not going to take place, but once the person decides "I want to change, it's my idea to enhance my life," then we can teach them the tools and the techniques and they can see very, very quick and permanent results.

**Bill White:** One thing that occurred to me is that so many people I think are resistant just to the idea of change. It is given to a comfort zone. Even if you are living a miserable life, you are accustomed to it and are safe because you are familiar with it. Do you have any particular advice for helping people to face change and be able to manage that effectively?

**Dr. Jim Will:** Yeah. You know, that is another good point, Bill. I know a lot of people. A couple of people are coming to mind right now that they are in a miserable relationship. One of the husband-wife, one of them ridicules, puts down the other person, calls them names, and I said to them, "How much longer are you gonna put up with this? Don't you deserve to be treated with dignity and respect?" A person has got to start to love themselves and not the egotistical "I love me so much," but to have the respect that, "I'm gonna be careful what I allow people to say about me or do to me." Once they decide, "I'm a valuable human being," and I try to treat everybody as a valuable, important human being and try to respect them no matter if they are an electrician or a plumber or a hedge fund manager or my wife, Fran. I treat them all somewhat differently, but I try to have the respect of each one of them. If a person is really wanting to change and they want to try to enhance their lives, they are going to be taking themselves out of this comfort zone. Some people's comfort zones are very, very nice and some people's comfort zones are very, in my opinion, miserable.

So, I would like to ask the question how much health can you handle, how much good health? How much prosperity can you handle? How much happiness can you handle? If we will just go as far as we can see -- let us just use money for an example. I know a gentleman that makes over a quarter of a million dollars a month right now in a company that is less than two years old. Can I see that much money coming in to my household? Maybe. Maybe not. Could I see a thousand dollars coming into my bank account extra each month? Maybe. Maybe not. Well, how about \$250? How about \$500? If I go as far as I can see and if I can see an extra thousand dollars coming into my banking account or into my pocket book every month, then once I get to there, maybe I could go ahead and see \$3000 a month coming in. Once I get \$3000, then all of a sudden I can start to see maybe \$10,000 and I could take baby

steps so to speak and stair step all the way up to that \$250,000. By the way, the gentleman that I am talking about was a high school basketball teacher. He was certainly not used to making \$250,000 a month, but he is already looking into the future of making over a half a million dollars, ultimately a million dollars a month. Is that realistic? It certainly is and there are people out there doing that. Out of a million people, do you think one out of a million could do that? Most definitely. Well, why not it be you? You might say, "Well, Jim, that's fine. I'm very comfortable where I am financially."

What about your health? I talk to people that come to me that has got a disease and, Bill, if you look at the word disease -- it is fascinating how words are built and what they mean -- dis-ease, D-I-S-E-A-S-E. When we have a disease, are we at this ease with our system? Yes. I tell them people might have a terrible condition physically and I look at them and I say, "But out of a million people, could one out of a million be healed?" You have got to admit, yes. Why not it be you? Do you want to be healed? Physicians tell you that they can help your illnesses or diseases if the person wants to be helped. If they do not, it is going to be very, very difficult to help that person to cure themselves. We are looking for the miracle cure. We are looking for things that will pop at our mouth and take care of things, that instant gratification, that instant cure, and what we have really got to do is to look inside and see maybe, "What am I doing? Am I happy at my job? Am I miserable? Do I have a lot of hate? Do I have a lot of anger? Do I have a lot of resentment? Do I have a lot of hostility?" All those negative emotions can definitely affect us unfortunately in a negative realm.

What we want to do is start to ask ourselves, do I have that? Do I want that? If I do not want it, then what is it that I do want? We got to ask ourselves simply, "Do I believe that change is possible?" That is something I try to help people to realize that the answer to that is yes. It is possible. Once I realize that it is possible, how do I change?

Mike Barber of Mike Barber Ministries, prison ministries, I was visiting with him the other day and he goes in to prisons [unintelligible] and he gets people to accept Jesus Christ and God into their lives. They want to change their lives. Some of them are very serious about it. Some of them are not serious about changing their lives. Some of them like the way they are and want to become, in my opinion, even worse, but those people that really want to change their life for the better, I told Mike, I was visiting with him, I said, "Let's give them this affirmation on self-talk," because when a person says, "I'm sick and tired of being sick and tired, I want to change my life," then the question next is, "How do I do it? How do I change my life? What is keeping me from changing? Is it my left foot? Is it my right thumb? Is it my left shoulder?" No. As Pogo said, "We've met the enemy and it is us." When we say "it is me that's keeping me from changing," Bill White is not keeping Jim Will from changing. Bill White is all in favor of Jim Will changing. I am all in favor of Bill White changing, but who is keeping you and I from changing? It boils down to us, ourselves. When we really boil that down to what really keeps us from changing or allows us to change, it is our self-talk. It is our internal thinking, our internal dialogue.

This is different. This is very different from positive thinking, positive mental attitude. If I were to tell those prisoners, "Well, just think positive and you'll get out of jail. You'll make probation. You'll improve your life." If I were to tell you, Bill, "Just have a positive mental attitude and everything's gonna be fine in your world. Just think positive." Most people, when I mention this, I would say, "We've tried it and it doesn't work. Why doesn't it work?" Because we are really not getting in touch with what I refer to as our self-talk. One of the best explanations shared with me, I was doing some seminars for a hospital here in Houston and they had me come back two or three to four times and it was always doctors and nurses, support staff. I came back this particular day and I said, "Okay, is there gonna be another group of doctors, nurses? Who's gonna be our audience today?" They said, "Oh no, Dr. Will, today we have a special group of 35 schizophrenics." I said, "Okay, let's go visit with these beautiful souls that have been labeled..." Think of all the labels, grab your old psych textbook, your psychology textbook and look at all the things that are wrong with this. That is what frustrated me was when I got of graduate school, I

started studying high performance people, people that are happy, and I asked, "Is there anybody healthy? Healthy and happy out there? I wanna meet them. I wanna study them." That is what I did after graduate school. With these beautiful people that have been labeled schizophrenic, I was telling them about self-talk, how fast, how negative, how important it is to us and to become aware of it, and one lady raised her hand, she said, "Dr. Will, are you talking about those little voices I've been hearing all these years?" I looked at her and I said, "Ma'am, that is exactly what I'm talking about." I said, "You all have been beating yourselves up with your little voices. Happy and successful people have been helping themselves at least in those areas that they are happy and successful with positive self-talk and not just positive thinking, but being aware of their self-talk and keeping it focused on what it is that they want." When I say self-talk, that is what I am really talking about, the little voices inside of our head because we can say, "Oh yeah, it's gonna be a great Sunday night." What will the little voices say? "Oh c'mon, Jim. You know the way you've always been on Sundays. You've always been..." and that will negate what other positive words that we are saying.

I love golfers think about this. "Oh yeah, I'm gonna get out here and I'm gonna have a great round of golf. I'm gonna really tear up this course." Then all of a sudden, they get in front of a pond, a little lake or something, what do they do? A lot of them will go over there and they switch their golf ball. They even got a name for their special golf ball and it is called a water ball. It usually has a little, round stripe around it. I do not know where they get these, but they will take the good titlist off of the grass and they will replace it with what they call a water ball. We can be so positive, "Oh yes, I'm gonna knock that," and then the little voices say, "Yeah, you're gonna knock it into the water. Get that good ball and put that old beat up ball because you know where it's gonna go." We got to be very careful what we are thinking, what we are saying and keep it focused in what it is that we do want.

**Bill White:** Right. Now, you have a product available that is called the Self-Talk Tool Kit, is that correct?

**Dr. Jim Will:** I do. It is called the "Power of Self-Talk." I have written a book called "The Power of Self-Talk," and then we have got a -- I call it a tool kit and the reason I call it that is that I have always wanted to give people the tools to help them to solve their own issues. It is amazing as to how you can apply this to every aspect of your life and all ages. We have got the guide book that will help you to set your goals in all areas of your life. The actual book is a very easy read, very entertaining with a lot of stories, similar to what I have already shared with the audience today. I have got seven CDs and DVDs. one of them is How to Find a Job, Keep It, and Get Promoted, and you can apply that to not only looking for a job, but also if want to start your own home-based business you could use the same techniques. I have got a number of programs on how self-talk affects our lives and how we can start to manage it, control it, change it. We have a series of applications. We can apply this to customer service, to relationship selling. We can apply it to reducing stress, to becoming a better time manager, to alleviate procrastination. We can apply it to parenting. We can apply it to every aspect of our world. That is why I want to give people -- you know the old person that you can feed a person and you are going to have to keep feeding them or you can teach them how to fish and they can feed themselves. That is what I want to do. I want to give people the tools, the techniques that they can take and they can apply it to this situation today and that situation next month or next year.

A young lady, she is about 14 years old. I was helping her through a situation, a personal situation, and she said, "Dr. Will, how long do I have to do this?" this controlling, managing your self-talk, and I looked at her and I smiled, I said, "You get to do it the rest of your life." This is something that you can utilize everyday, all day long throughout your entire life and it would just enhance it. It is unlike painting your house. You can paint it with a good brand of paint and do not have to worry about it for several years. This is something that is similar to eating or similar to taking a shower. Do you take a shower once every three weeks?

**Bill White:** Hopefully not!

**Dr. Jim Will:** Right. Do you eat once a month? No, you know? That is what the self-talk is. It is an activity that as you become aware of it, it is very, very difficult. A young man, the area that was wanting to improve and enhance on, he had seen very good results. I asked him how he was doing and he said, "Fine." He said, "How long will this last?" I looked at him and I said, "You know what you did to cause your problem before. Now, that you are aware of that, why would you want to go back into the dumpster?" He looked at me and he said, "Well, it makes sense." I said, "Yes. You can expect this change to stay permanent." It is so rewarding and it is so beautiful and so wonderful to be able to help people to take this and they can improve their tennis serve, they can improve their managerial techniques, they can improve their sales production, they can improve...

I had one young lady come up to me and she said, "Dr. Will, I was going to kill myself today." She said, "What you've just taught me, I don't have to even consider it anymore." I said, "Thank God." She said her father had killed himself and for years she had been walking around, in her own words, with this dark cloud hanging over her kind of like your analogy of not knowing how to steer the car knowing that you can steer it. She said, "Today was the day that I felt like I was going to go ahead and kill myself." She said, "What you've just taught me is that I don't have to believe that anymore." I said, "Thank you and Thank you, Dear God, for helping this lady to realize that." We do not have to be the victims. We do not have to participate in a lot of things that we believe and have believed that we have to be victims of.

**Bill White:** Right. Now, where can my listeners get this tool kit if they would like to purchase it?

**Dr. Jim Will:** Well, they can go to our website or they can call and I will give you a phone number. We have actually got an 800 number that they can call. It is 1-800-270-7583. Or they can go to our website at [www.jimwillphd.com](http://www.jimwillphd.com). Either one of those will help them to see where and how they can get the seven CDs and DVDs, the book and the workbook, all packaged together and I have referred to as the Power of Self-Talk Tool Kit.

**Bill White:** That is terrific. Thank you so much for being with us today. Fascinating topic, very exciting, very empowering. Do you have any closing comments you would like to make?

**Dr. Jim Will:** I want to thank you again, Bill, for inviting me. I feel blessed in knowing this information so it is always a privilege and a pleasure to get to share it with people and I appreciate you very, very much for allowing me to be on your program today.

**Bill White:** My pleasure and I appreciate you coming on and speaking with my listeners. This is a wonderful, wonderful interview and we will have this posted to the web here very soon. As well, I will have it transcribed so that those that would prefer to read it rather than listen will be able to do so. You have a great weekend.

**Dr. Jim Will:** Thank you, Bill. You too.

*This is Bill White, the synchronicity expert. May you be blessed. All the best.*