

# 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:** All right, this is Bill White, synchronicity expert, with Success Radio 11:11 and I have with me here today, Deon Du Plessis.

**Deon Du Plessis:** Hi, audience! Hi, Bill. How are you? Great.

**Bill White:** Deon, tell us a little bit about yourself.

**Deon Du Plessis:** My name is Deon. I am based in London. About six months ago, I started a website called The Self Improvement Gym, which is pretty much a website dedicated to personal development. It has been growing ever since, so things are really taking off at the moment. I have been really busy and yeah the size is just growing in strength, growing in numbers.

**Bill White:** Terrific, terrific. You also have a book available on that site that is called (in) action, is that correct?

**Deon Du Plessis:** That is right. I have literally just finished a book about two weeks ago. I have got a course of -- almost out now. The book is called (in) action and it is a bit of a wordplay on taking action, on the idea of not just thinking and talking about things, but actually doing it, by acting it, by taking action. The book itself is more of an action guide and the idea is to actually get you to do stuff and to stop talking and stop dreaming. There are so many people who just live a life of procrastination. They keep living on the philosophy of someday and the problem is just that day never comes. So, the book is really geared toward helping people, which is really get their butts off the couch and start taking charge of their lives.

**Bill White:** All right. Excellent. Deon, we have had many discussions about your take on personal development and really what makes people tick. I am constantly amazed by your insight into people. Let us talk a little bit about your stance on beliefs because I think that is just an incredible point that you make.

**Deon Du Plessis:** Well, I think your belief is your whole life in a way. I think a good way to start is to define a belief, to say what a belief is really because so many people -- new age go on the idea of core beliefs. It has become a bit of a buzz. It has become a bit like goal setting. Whenever people hear the word goal setting, they clutch out. I think in a lot of ways beliefs have become like that. I would like to just go one step back and just analyze what a belief actually is. For me a belief is like a rule. It is your personal rules. It is rules that have been made up all through your life and it is based on predominantly your life's experiences. A good example, a very simple example is if you play with matches you burn your finger. So, you link all matches mean bad. That is where linkage is -- the rules that you set up within yourself that actually controls your behavior. All human behavior is belief-driven no matter which way you look at it. For me, a belief apart from being a rule is that sense of certainty about what something means because it is all about meaning. Life is all about meaning. Whenever something happens to you

unconsciously you ask, "What does this mean?" People -- we want to establish meaning. I think your beliefs play such an important role in that once you understand that your belief is simply there to help you. They are not out to get you. We spoke about this before, but I think your beliefs actually -- they greatly enhance your ability and your capability, but they can also limit you. I think the idea that your beliefs control your behavior is a huge thing. Once you realize that you can start making some powerful changes to figure out like all major changes, all changes in your life start with a change in belief because if you believe something, that is your experience.

**Bill White:** How true, how true. How does one go about really instilling change in their beliefs?

**Deon Du Plessis:** There are many ways of doing it. I think the easiest way to change something is to first of all to think of how it gets formed. How does it get made? I think a lot of beliefs get installed when you are very young. There are three main things I think that influence your beliefs or the forming of beliefs. First of all I think, it is the source from where the belief or from where their idea comes from. A good example is with your parents. If your parents say, "Listen, you're worthless and you are not gonna get anywhere in life." Your parents, they are your peer group. You want their love in a way, so you value their input. So, in a way if it comes from a valuable source or a valued source, it has got a very strong impact. The other thing is the amount of emotional involvement. If you are really angry and something happens consistently, that thing gets linked up in your mind because when you are emotionally involved, when you are emotionally charged, it is almost like it super charges your neurological links in your brain, so it literally -- emotion enhances everything. It makes the grooves deeper in your memory if you want to put it that way. I think the source, the emotional involvement, and also the repetition. I mean if something gets done over and over again, you start making that link that if this happens, then that happens, so it is the rule. Those three things can be key in actually changing it and once you start taking conscious control of who influences you and that is why your peer group is so important because the people you spend time with are the people you are trying to please. In trying to please them, in trying to fit in and getting love from them, you will do what is expected of you and that expectation becomes your belief about what you need to do.

**Bill White:** So, it is a matter of conformity really then?

**Deon Du Plessis:** Exactly. You will do anything to fit in. This is not conscious. This is not a conscious thing. You do it unconsciously. That is why a lot of people go around thinking, "This human behavior stuff is just way above me. I can't understand it. Why do I keep doing this and that?" It is not rocket science. It is your mind. You have got the ability to understand it. Listen, everything you do, you do for a reason. You might not know it consciously, but unconsciously there is a reason why you do things. These reasons are based on your beliefs. We all have the same needs. We just go about different ways of fulfilling our needs. The way we fulfill them is based on our beliefs. If we believe that stealing would make me feel good, make me feel alive, I would keep on stealing. Now, there is one step beyond this. If you start looking at the beliefs you have about your self, your identity, those are like -- that is you, that is your personality, your identity, what you identify yourself with. Change that and you change anything in your life. Easy as that.

**Bill White:** Well, that is pretty intense.

**Deon Du Plessis:** The thing is this is it. This is the thing though, so many people just go around buying book after book thinking, "I'm gonna read this. The book is gonna change my life." The book is not going to change your life. The book might inspire you to do something to

change your life, but information is not going to do it. You are going to do it. I would go one step beyond saying you have to take responsibility. You have to take charge of your life. The way you do that is to say listen, I am ultimately in charge. This is my mind and consciously -- all your subconscious activity comes through the filter of your conscious mind. Consciously, you can actually control and direct everything. Your unconscious mind is not out to get you and it is not designed to make life hard. It is not the way it is read.

**Bill White:** That is amazing. It is really a very interesting perspective that I do not think I really heard before. Let me ask you this. At what point did you really start turning inward and looking at yourself and deciding that you were going to really just start working on yourself? What was it that inspired you?

**Deon Du Plessis:** I would not say this one single cataclysmic event that caused it. I think it is like change for a lot of people. It slowly builds. This is where most people's lives go different directions. I think that everybody gets to a point in their lives where they have got the choice to either go one way or the other. It happens many times for different people, but there comes a point where things are really hard. You try to make sense of your life because you feel like there are certain things that people expect of you and then there are certain things that you expect of yourself. When there is a conflict between these two, life gets really hard. When you get to that point where life is really hard, some people try to escape. They start doing drugs, they start drinking. They are looking for distractions. People do it in different ways. Some people go and work in a monastery or some people go and do drugs. There are just different ways of meeting their needs, but when you actually reach that point and decide I want to know why -- this is what happened for me. I wanted to know why have I got all these thoughts. Why cannot I make my life work? Why is it that I grew up with all the privileges in the world, but my life is not working? I have got two university degrees. I have got a great job, but I am unhappy. Why? This is not a coincidence. So, we started looking into human behavior. I wanted to know what is moving me, what is driving me. Why do I do certain things even though I consciously do not want to? When you start looking for something, you will find the answer. I am not saying I know everything about human behavior. I am a far way off, but I believe if you start understanding why you do certain things, life just takes on a different meaning.

**Bill White:** Absolutely. Who would you say are some of your biggest influences in your quest to better understand yourself and grow out of these limitations that we all face?

**Deon Du Plessis:** I think for me -- this was probably for me the biggest leap of faith ever. I kind of came from a different perspective. I have not got the story that everybody else has got like my life was so screwed up and I was down in the gutter and I came out of nowhere. I had a pretty cozy life and in a way it is just hard to snap out of that because I was sort of going with the cooler crowd. I am not trying to blow my own horn, but I was always like the popular kid. I was always the best at sport, always the best at school. In a way, people expect -- they expect certain things off you. Things changed for me. I was watching -- I was up like 4:00 in the morning one Saturday evening. I can still remember this. I could not sleep. I was severely depressed. I was down. I was just like why -- what is going on. I was watching TV. I was watching an infomercial funnily enough with a Tony Robbins infomercial. You never get those in the UK. They do them like once every six months. I watched it and I thought, god, I have seen this guy many times on TV before. He keeps bragging on about human behavior and being able to understand it and I thought what if this guy is actually right. What if he has got a point? Everybody just keeps saying, "Put this guy off the TV. I don't wanna see him," but I thought maybe there is something to it. I bought one of his books and I started reading it. I said, "Wow, the guy has got some real insights into why people do what they are doing." I started applying

some of his ideas and there is just no looking back. For me, one of my role models now is Tony Robbins. People can say about him what they want. This guy really has got some unique insights into why people do what they do. This guy started the idea of personal coaching. He was the one that initiated it. He is the guy that took Andre Agassi from number 120 to number one in the world by simply changing his psychology.

**Bill White:** Wow.

**Deon Du Plessis:** If you look at him -- this guy has got some real credentials. The problem is -- I think what scares a lot of people once again is seeing the infomercial and I was there. I was that guy. I was like, "Get this guy off the air. I don't wanna see him," but listen you got to be able, just take a chance. I just said to myself, "Listen, if this is rubbish, then it is. I'll forget about it. No big deal," but I bought the book and I read it and the important thing is I applied what I learned. This is the key. If you are not going to apply things, forget about it. No one is going to change your life, but you. Back to your question, I always keep going off on a tangent, but I think Tony Robbins has definitely a very big influence on me. I think another really big influence on me was I would say Stephen Covey. I think he has got a very rational way of looking at life, so it is almost a systemic thing. It is like your habits control you. Take control of your habits and you take control of your life. There are very simple ways of looking at it. I try and find inspiration in anything. Guys like Richard Branson for instance. Looking at life it is just a joy. It is like he cannot wait to get up in the morning because it is another day. It is another opportunity. You say if I earn that much money, I will do that, but this is the key. He was like that before he earned a lot of money. He started off saying, "I'm gonna enjoy life. Whatever happens, happens." This is the key and the reason why we do all this, the reason why we want to develop ourselves and improve ourselves is because we want to feel good. We want to be happy and we want to enjoy life. This is the thing, life is meant to be enjoyed. It is not meant to be a slug. It is not meant to be hard. It is meant to be fun. It is meant to be easy. It is meant to be enjoyed. The thing is we get caught up in life and it makes it hard. We make it hard, but it is not. It is easy and it is meant to be enjoyed. It is almost like -- I think you got to dehypnotized yourself because we have been hypnotized into believing that life is difficult. It is not.

**Bill White:** Yeah. Yeah. I think you really hit the nail on the head there. Go to school, get good grades, get a good job, money does not grow on trees, work hard to get money.

**Deon Du Plessis:** Exactly. It just goes on and on and on. It is even more subtle than that. It is almost like -- it is the subtle expectations of what people are capable of. If you look at -- the people that I remember in history are the people that defy belief. They are the people that actually thought -- they questioned these sort of assumptions and they managed to dehypnotize themselves. When Edison said, "I'm gonna make an electrical light bulb," in a world where there are only candles and gas lamps, people laughed at him. They ridiculed him. They thought, "What's wrong with this man? You can't do that." We remember him because he was outstanding. He was outstanding. He was actually defying belief.

**Bill White:** Absolutely. What do you think is the biggest reason that a fair share of the listeners out there today are going to hear this and then go right back to their lives and not make a difference?

**Deon Du Plessis:** God, it is a tough one. I think for everybody the answer might be different, but I think there are certain universal -- there are certain fundamental aspects that I think would influence that and I think the main thing is fear. People want to be comfortable. As soon as you make someone uncomfortable -- the normal way of doing it is when you are

uncomfortable, you run for comfort immediately and everybody is like that. It is a logical thing. Your body wants the comfort even if it is a mental uncomfortableness. You want to go back to where you feel safe. The thing is this. You got to be willing to endure a little bit of discomfort in order to get the long-term benefits. People can listen to this now and think, "Wow, I'm gonna change my beliefs," and for a couple of days they will be really going for it and then things would happen and these things trigger certain responses within you. It is when those responses get triggered, that is when the alarm bell should go off, but it does not. For most people, they run back. A good example is people who smoke. When you try and stop smoking, for the first day you might be okay, but then things happen, you get triggered and people run back and they keep running the same path over and over again. I think the reason why people would not make a change is simply because they are scared. A lot of people -- this is a good example. People in abusive relationships, why do they stay in the relationship? It is purely because they feel comfortable there. The thing is leaving means discomfort, although it is more painful to be in the relationship. It is that fear of change.

**Bill White:** Right. Kind of the end of an era type of thing.

**Deon Du Plessis:** Exactly. This is one thing that can really help people shift. If you realize that change is automatic, but progress is not, then you would start making the shift because even if you do nothing, life is going to change. Tomorrow is going to be a new day, it is a new day. Today will never be lived again. Everyday things change. The way change, the world changes, the environment changes, you change, but if you want to make progress you have to do something. If you want to make radical progress, you have to be able to deal with uncomfortable things. You have to be able to deal with your fear. Most people do not call it fear, but it actually -- simple things like, "I'm stressed." It means you are fearful. It means you are afraid of disappointing people.

**Bill White:** Right.

**Deon Du Plessis:** There is a lot of hate and truth behind what fear really is. Fear is just basically anything -- you fear anything that is going to lead to discomfort. As simple as that.

**Bill White:** That just puts the breaks right on, right?

**Deon Du Plessis:** Exactly. You got to willing to step outside your comfort zone. I know this is a cliché, but I think -- another thing, just try and... When you hear a cliché, just think about it for a second time. Just try and think about it with a clear mind because the idea of -- if it has been said over and over again for the last 200 years, there must be some truth in it. So, when you hear a cliché just listen to it and if it makes sense, try and adopt it. You try and adopt it in your life because it might be the one thing that is missing. Often, it is just a simple idea. It does not take a book to change your life. It takes one idea that you act on. It is all about action. That is why I put this course together because I think it is like -- if you take one idea and actually apply it in your life, if you just say, "Listen, I've got two or three really bad, disempowering beliefs, but I'm gonna change them and that's all I'm gonna do, that I'm gonna apply it myself and I'm gonna take action on this." I promise you, you will see results. The thing is most people try and do too much at once. Do one thing. Do it really well and apply it fully. Make it a part of your life. It is like building a muscle. You want to increase your capacity. You can go into the gym and run 20 miles and cycle 100 miles, and swim 50 laps. You cannot do that the first day. You got to build your ability. Start with one thing and say, "Listen, my beliefs are just not taking me anywhere." The thing is you are where you are and you are who you are because of your beliefs. It is as simple as that. I know this might sound a bit over the top, but when you actually think about it,

just go and sit down and think about this, you realize that this is very true because if you believe - this is a good example. If there are any salespeople on the call, they would know this. A very common thing among salespeople is that -- the story surfaced I think it was in the early 1970s. A study was done amongst the performance of salespeople in general. So, they went to I think it was Xerox or one of the east companies and they took the top 10 salespeople and they noticed that the average earnings have been the same with these people for the last five years. What they did was they took the best guy and sent him to the west area, but still his income was exactly the same. They took the west guy and sent him to the best area and still his earnings were exactly the same. It comes down to the fact that you earn what you believe you are worth. Your body is what you believe it should be. If you believe you are fat and overweight and you are going to die a slow and painful death then that is the way it is. Why am I fit and healthy because I believe I am fit and healthy. I am fit and healthy because the belief reinforces itself. I can look in the mirror and say, "Wow, I'm fit and healthy." So, the belief reinforces my actions.

**Bill White:** Right.

**Deon Du Plessis:** It is a complicated web and it is a cycle. All you need to do is you need to either break the cycle or start a new one. Simple as that.

**Bill White:** Awesome. What would you -- if you had one thing that you were going to convey to the listeners that you think is just vitally important for them to hear, what would it be?

**Deon Du Plessis:** It is many things, but I think if there is one thing that I would say now is I just think that take action on ideas. Do not think too much. I would say do and then think then think and then do. The problem with thinking is when you think you start calling up all your old beliefs about what is possible and what is impossible. The only thing that is impossible is your self-imposed limitations on why it is impossible. You can be doing out anything as long as you can believe it and the belief will reinforce itself. So, I would say take an idea, take one simple idea and just for the next two weeks, just apply that one idea. Do not try and do a million things because if you try and do a million things, you get distracted, you get caught up. You cannot get caught up. This is your life. You only get one of them. It is meant to be enjoyed. It is meant to be fun. It will only get better if you make it better. No one else is going to do it for you. Take simple ideas, apply them, make them part of your life. It is the only way things change. Once they do, you increase your capability, you increase your capacity. The reason why -- think about it this way, you and Bill have exactly the same amount of time. The only reason why he can build and run a big company like Microsoft is because he increased his capability for so long that he is able to handle so much more. You want to get to that point. It is like I said. It is running into the gym. You are not going to start pumping the biggest weights on day one. Start small, apply the ideas, and just take it from there.

**Bill White:** Excellent. Excellent words and could not be more true. The funny thing I thought of is when you go into the gym and you see the person that does pick up the heaviest weight, you see them once and then you do not see them anymore.

**Deon Du Plessis:** Exactly. That is exactly... This is the thing. When I started this website, The Self-Improvement Gym, the analogy was exactly with a gym, going for a workout, the importance of going for a mental workout. It is exactly -- the behavior you see in a gym is just a reflection of life. It is like the games people play reflect the way they play life.

**Bill White:** Sure.

**Deon Du Plessis:** The problem is also you go into the gym, you see the guy pumping the big weight and you think, "I'm so far off. I might as well not start." That is what is discouraging to most people. I think it is actually a good thing as long as you can keep going at it. If you are in an environment that reinforces your behavior, you will keep going.

**Bill White:** Absolutely, yeah.

**Deon Du Plessis:** If you want to lose weight and you spend your life in McDonald's, it is not going to happen. If you want to lose weight and you get a job in a gym, make sure you see really good looking people around you all day, it will motivate you, it will inspire you.

**Bill White:** Yes, absolutely. I agree. I wanted to also remind everyone that your website is [selfimprovementgym.com](http://selfimprovementgym.com).

**Deon Du Plessis:** That is right. Yeah.

**Bill White:** They can also get information if they would like at my site [successradio1111.com](http://successradio1111.com). You will be listed up there with a live link.

**Deon Du Plessis:** What I will do, Bill, is I will give you a link that you can post -- that can take people straight to the free course that I offer.

**Bill White:** Okay. Great.

**Deon Du Plessis:** They can go straight there and get their hands on the course.

**Bill White:** Excellent. Excellent. Also, I am going to add a little bit of an incentive because I know how good your material is. If you go from this call to my site, click through and purchase Deon's book, I am going to give a 10-minute success assessment to anyone that does that. So, Deon, if you get click-throughs from my site and purchases, forward their information over and I will get in touch with everyone and do a free success assessment. It is basically...

**Deon Du Plessis:** I think it is also important -- I think the great thing about having the ability to sort of talk to people like this -- it is really important to get coached by each other. People have different ideas and often the best player is not the best coach, but the coach has got the ability to see what they are not doing. In life, it is not about what you know, it is about what you do. It is not about knowing what to do, it is doing what you know, or the other way around, but you know what I mean.

**Bill White:** Absolutely. Well, Deon, thank you so much for being on our show.

**Deon Du Plessis:** Thanks for having me, Bill. Thank you very much. It was really good to be on the call.

**Bill White:** A phenomenal, phenomenal interview. I am just amazed at your wisdom because you really have it going on.

**Deon Du Plessis:** I want to figure this stuff out and as I sort of figure it out, I will let people know about it.

**Bill White:** All right.

**Deon Du Plessis:** But this is my mission. I want to know why do we do what we do and how do we make it better.

**Bill White:** Sure.

**Deon Du Plessis:** Simple as that.

**Bill White:** Absolutely. Well, we look forward to getting updates from you in the future. We definitely have to have you on the show again.

**Deon Du Plessis:** Fantastic. Thank you very much, Bill.

**Bill White:** Thank you.

**Deon Du Plessis:** Greetings from London.

**Bill White:** Thank you.

**Deon Du Plessis:** Okay. Bye-bye.

**Bill White:** Bye-bye.

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