

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: Hi this is Bill White with Success Radio 11:11. I am here today with Keith Matthew and Laura Roman Lopez of pathwaystopower.com.

Laura Roman Lopez: Hello there.

Keith Matthew: Hi everybody.

Bill White: All right. Can you tell us a little bit about your site and what you do?

Laura Roman Lopez: First of all, Bill, let me thank you for the opportunity to be on your show and we know that through your radio show you are helping so many people, so we just really wanted to thank you for the opportunity.

Bill White: Well, thank you for coming.

Laura Roman Lopez: Let me start then by saying what our site is all about.

Bill White: Okay.

Laura Roman Lopez: We at Pathways to Power, we really feel that our message is to bring across that everyone has the ability to achieve success and that it really starts mainly from within and that success really is a system that once you have a system and you follow it then success is inevitable.

Bill White: I could not agree more. What led you to create a site and become coaches and work in personal development in general?

Keith Matthew: Oh, that is a great question. What happened was a few years ago, we started Pathways to Power and it started just from an idea and from that idea we were hoping to help people to recognize that they have everything they need to succeed, but it was a slow start and we have this domain name and really there was nothing going on with it, just an opt-in box for people to get a newsletter. It kind of sat there for a long time. In fact, it was pretty ugly. The web design was pretty ugly, but we had it started and over some time we started adding some features to it, some products and things. It started from an idea. It is amazing when you have an idea how you can look back years later and have developed and created something so amazing out of it just from that one moment.

Bill White: Absolutely. So, you kind of got it going before you were really ready, it sounds like?

Keith Matthew: We did. The direction of it was fairly unclear and in fact I was stuck. It took me about a year to put up the web page, just a simple web page. Thinking about it now I

think I had a lot of resistance to moving to the next level and so I did have this webpage up and a few people opted in, but I had to overcome this resistance and what I did was I reached a point where I asked for help and I paid somebody several thousand dollars for coaching to help me to get it started, to get my business underway. Even then, even with the coach, I had this tremendous resistance, but I did manage to move forward with it. Laura and I have built a very successful business now and you know it was not easy. So, a lot of people, a lot of your listeners might relate to wanting to achieve something and they may find that it is a slow process and it is not as easy as they thought, but it definitely could happen.

Laura Roman Lopez: I would also like to add that we both had a desire to have a thriving company of our own. We have been in the retrace and we really wanted to work together and we wanted to build something that was very effective and service-oriented, so that we can help people, as many people as we can, to achieve success and make a difference financially in their lives. We have gotten together and we are creating it and it is working and it is helping a lot of people so far and many more to come.

Bill White: That is terrific. It is a wonderfully rewarding thing to be able to help people, is it not?

Laura Roman Lopez: Definitely.

Bill White: What did the two of you do in the rat race before you became more entrepreneurial?

Keith Matthew: Well I started out -- I had a business degree, a B.S. in Management Science in college and I got out when I was 22 and I took my Management Science degree and I did what anybody would normally do. I became a door-to-door perfume salesman. So, I went door to door selling perfume and that is how I got some of my sales training back when I was 22. I really abandoned the business side of things in terms of management because my path was very unique. It was tailored to me and from there I had several jobs in advertising and had about four or five years of graphic design experience. It seemed like I was all over the place and that there was not any method to this madness of my career. It was only many years later now that we have Pathways to Power that I realized that there actually was a sequence to developing my skills.

Laura Roman Lopez: Where I was -- I have a degree in business and in education, so I utilized both of them to start an educational therapy business and then after I went through a very challenging divorce I then needed to support myself and two children so I became a realtor and very successful at it, thankfully, selling million dollar homes. It was wonderful to then take that principle that I learned and I was driving at to then bring it towards Pathways to Power, so we can instill those principles into the company as well.

Bill White: Tell me about your newest product?

Keith Matthew: The Limitless Wealth CD is our newest product and it has been received really well. We have just a lot of interest in it. It is one of the products where Laura and I put a lot of time into it. We were just in the recording studio alone for 15-16 hours working on the product and that is after the fact of all the work we have done for creating the CD. The CD is about creating limitless wealth in your life and it applies to different aspects. It applies of course financially -- people who have been working 9 to 5 and just barely meeting their bills at the end of the month. It is also for limitless wealth in other areas such as finding and creating more

harmony in your life and coming to terms with what you want in your life and then actually setting out in a blueprint kind of manner how to achieve those things.

Laura Roman Lopez: Right, it is a success system, so what we have done is I take my educational background when we created this product to give an exact step by step way of going towards and accomplishing every goal that you need to implement in the system. So it is broken down into four components and with each component we give specifics that you need to do every single day and afterwards you will then have the ability to achieve limitless wealth.

Bill White: All right.

Keith Matthew: One thing I want to add is that when we created this CD we had a specific focus. We had a goal of introducing some universal principles to people in a more universal way so that everybody would feel comfortable with them and be able to incorporate them into their lives regardless of what their background was.

Bill White: Well that is very important I think because everybody has to walk their own path. It is interesting you said something a little bit earlier about how your diverse background that it only makes sense to you until much later. I found the same thing too in my life that it seems a lot of things in my life were very random and sporadic and impulsive, but when I turn to look the hindsight I can almost see that there is just a distinct destined path there. Would you agree?

Keith Matthew: That is amazing. It is so exciting to me, in fact, that is the reason that gets me up in the morning, things like that, because that shows me that there is some sort of an order and a purpose to being here. What do you think, Laura?

Laura Roman Lopez: Well, what is coming to mind, Bill, you were explaining that -- we actually have within our Magnify Your Success newsletter, one of the stories that we come up with is working backwards in terms of realizing where you want to be successfully and then working towards that, so you really are starting out at a point where this is where you would like to be and then every single day you take the steps to be able to get there. So, it is really having hindsight right now.

Bill White: Right, you know one of the things that really hit home with me on your CD was the quote you pulled from Frank Herbert in Dune because incidentally I used to have problems with anxiety and panic attacks when I was young. The actual quote that you mentioned was what I used to cure my anxiety attacks.

Keith Matthew: Yeah, "Fear is the mindkiller." You have no idea how many times I have repeated that to myself in situations where I was feeling uncertain about a situation and needed some more self-confidence. It really puts you into a particular frame of mind when you remind yourself that fear is an illusion and that if you just become still and let this emotional state pass through you, you will find that you are okay after the fact. When everything is said and done you are okay, so you can really relax more and enjoy the journey as you are going through it and getting things done and reaching your goals.

Laura Roman Lopez: Really, let me also mention that we address fear in Limitless Wealth as well sort of backwards in terms of the other way around because if you look at fear from what it is keeping you from that is really what fear is. For us fear was working 9 to 5 in the rat race. Fear for us is not having a company and not having a successful company and working

for someone else for the rest of our lives and making them wealthy. So, to us that is fear, so we turned it around.

Keith Matthew: Fear -- a lot of times people are afraid of success and one way to combat fear is -- because you look at the whole picture, right? If you want to accomplish something, say you are making \$30,000 a year for example and you want to make \$100,000 a year. You say; okay, that is my goal. Well, the year comes and goes and you do not even come close to it. Why? Because a lot of times, you have this built-in fear and subconsciously you say you know that you cannot do it, at least that is what you think, you cannot. So, you are telling yourself that is not possible, that is triple what I am making right now. So the way to combat the fear and to work through it, one of them is actually a few ways, but one of them is to take little steps. So, you look for little successes in your life and you set goals that are more attainable so if you want to get to \$100,000 a year when you are at 30, you say well this month I would like to make this amount of money. I can make \$100 or more today. I can handle that. I know that that something that is feasible. So, then what you do is you are working with your mind to achieve these goals and then your perception of what you can accomplish it expands and then you have a whole new way of looking at things.

Bill White: Absolutely.

Laura Roman Lopez: When you know the outcome of what the fear is, then it is easier for you to eliminate what the risk is because fear is really not knowing, it is the unknown. So, if you can train your consciousness to really accept any outcome that comes your way, then there is absolutely nothing to fear because you already know how you are going to handle it and you have the mindset that regardless of whatever the outcome is that you are going to be able to spin it in the way that is going to be best beneficial to you.

Keith Matthew: Laura, that is a great point. You remind me of me of my favorite movies, The Matrix, and there is a scene in one of the I think it is the first movie of The Matrix where Keanu Reeves, the actor, he is Neo and he was told to jump off of the top of a building and the person teaching him does it, so he knows it is possible, but he doubts himself and he is afraid that he is not going to make it. He is busy looking at the possibility of not making it rather than staying focused on the certainty that he will make it from the top of one building to another. Now of course this is a movie, so we are not all going to go on top of buildings and jump off, but the point is the success principle was when he doubted, he did not make it. He stopped in the middle of jumping and he fell. When you are completely certain that you are going to achieve something, like Laura is talking about knowing the end before you get there, then that is what is going to help you to succeed.

Bill White: Right. I think you are almost getting to the realm of faith here, are we not?

Laura Roman Lopez: Correct. You have to have faith and confidence within in order for your outside world to then be able bring to you and it will draw to you that which you are certain about.

Bill White: Right. I know in my own life I have seen moments where when I took a leap of faith, incredible things happened. Things that almost defy, I guess, what would normally be considered reality.

Laura Roman Lopez: With anything really in terms of all the decisions that you make on a day to day basis, you honestly do not know where those decisions are going to lead you. They could

be major life changing decisions that you need to make and you really just have to have the confidence in yourself that it will be for the best and that is where faith comes in.

Bill White: Right.

Keith Matthew: I think that one of the greater leaps of faith is when a person has a dream, they have a passion, a desire, and there is something that they perceived to be stopping them from going for it. A lot of times as a practical example if you want to go off on your own and start your own company or if you want to just add another stream of income, something like this -- a lot of people out there, a lot of people listening right now may want to take a jump, they may want to take a leap of faith, but they are uncertain as to whether they are going to succeed or fail. That is what Laura and I experienced ourselves. Everybody goes through that fear, so when we reached the point we wanted to make Pathways to Power the focus -- I turned in my resignation to the company that I was working at at the time, that was pretty scary because everything appears to be unknown. The difference though is Laura and I have such an affinity with each other and we are so like-minded and we feel so strong that we had this sense that we were going to succeed, but you still have to deal with it. You may leave a consistent income or you may leave a situation, maybe it is a personal situation that you know is not the best for you, when you take that step though that is when you put yourself to this whole other universe and things start happening for you like you were talking, Bill, about miracles, things that did not seem possible. So, that is an example from us. When we started Pathways to Power, it was a huge leap of faith.

Laura Roman Lopez: We also see that now in our clients that we have because personal development is amazing in terms of growth. On a weekly basis that we are in communication with our clients, we see how they are evolving in their profession and personally and it creates this environment that they are not used to. They are taking leaps of faith every week on this growth process and they are amazed on how much they are able to achieve. It is wonderfully fulfilling in terms of being effective from being mentors that we can be a part of this.

Bill White: Aside from fear, what do you think is the biggest causes of failure are?

Laura Roman Lopez: I believe that the biggest cause of failure is that people are not persistent. They allow all of these excuses that go on in their lives to really stop them. We talk about this as well on Limitless Wealth. How to conquer that is to really be persistent. You can never ever give up on your goal. You might fall down. People might not appreciate what you are doing. They might be very negative on what you are doing. You have to create this barrier against that and eliminate all excuses from your success.

Bill White: Right. Let me give you a hypothetical situation and see what is your input on this would be. You have got someone that has just basically put in their resignation at their job. They are going to an entrepreneurial venture. They go full boar. They have some challenges. They swerve and sway and jump the hurdles and then they get to a point where they are just about to make it, but let us say they run out of money. They are concerned about, "Oh, my gosh, how am I going to pay the electric bill? How am I going to pay the rent?" What would your advice be to someone on that situation?

Laura Roman Lopez: We have those situations occurring in our mentoring program all day long. We have senior citizens who come to us that they cannot pay their next month's rent. Our approach to that, and I wrote an article about it, is that there is an abundance of opportunities out there. You really just need to figure out a way to be able to accomplish it. So, if it is lack of money, then there are ways to get that either you seek it from a bank or you go to a venture

capitalist. You seek it personally from families and relatives. You can become really creative when you really need to be. When you are up against the wall, it is amazing what your mind can do.

Keith Matthew: Bill, when people want to move from a state of limited wealth to limitless wealth, what we are talking about -- some of the things we are discussing right now is that it takes some sort of a change on the person's part because you have a way of being that has created your circumstances. So, if you want to change your circumstances, like Laura was saying before, you have to go within and you have to make some changes. Looking for outside help, maybe somebody is apt to not to look for outside help because they are so used to doing it all by themselves. That would be a state change for them. Moving from limited to limitless wealth is about creating a new state for your self. You have to start doing things a little differently so you can have different outcomes.

Bill White: Right. I think that is probably where I experienced the most resistance in the people that I talked to. I do not think they have any problems with stepping out and taking the bold leap. It is just keeping those wings flapping once they are flying. That I think is the biggest gap that people tend to cross. It is like they are almost there and then they quit just a day or two too soon.

Laura Roman Lopez: You also have to remember in those situations that we are not creating a wheel here. There are so many people out there who have been in that particular situation before. So, what you would like to do is to find those people and ask them. How did they overcome their adversity? That can come from people from that you know, from books, from CDs, interviews like you were listening to today. It can come in any avenue, so you just have to open up those doors so to speak and the answer will come.

Keith Matthew: Right. Bill, this goes back to you mentioning earlier when we spoke about the career path that each of us goes on and sometimes it does not seem to make sense. When a person opens up their mind and their consciousness to other possibilities of ways of succeeding that allows the energy to build a space for them. More practically, it always boggles my mind when I see people that are out of work and I asked them what did you do? How many interviews did you go on? How many places did you go to? What types of places did you go to? When I do some digging I find out that they are out of work because they were only willing to accept one situation and one outcome and they were limiting themselves. They were not allowing the universe to come in and bring them the gifts that will help them to get from where they are to where they want to be.

Bill White: Right. Right. Let us move forward, just tell us a little bit about the reticular activating system. You know that was the things that really got me excited when I was listening to your CD. I do not want to give away the entire contents or anything, but can you touch just a little bit on the reticular activating system and what it is and how it is so powerful.

Laura Roman Lopez: Well, you know what, I will give my little antidote first then I will let Keith explain it a little more in detail. My experience with the reticular activating system is once I decided that I was going to be purchasing a BMW, it was amazing to me how I would then drive around and come across so many identical BMWs within my immediate area and I had not ever seen one before. As soon as it came within my consciousness and in my mind that I was going to be driving this vehicle, then I started seeing thousands of them all over the place.

Keith Matthew: What interested us about the reticular activating system -- you see this is a part of your brain that acts as a filter and each of us we have just tons of stimuli constantly, especially in the western culture where cars driving around. You have people around you. Everybody is saying things, there are noises, sounds, smells, all of the stimuli just bombarding us and the reticular activating system filter this out. It is almost like a switchboard and it decides whether something is important to the person or not and also very much about danger. If the reticular activating system decides that there is danger coming towards you, then it will let the message get through. It will give it a priority. So we became interested in this because this is the control center of your brain that decides what type of experiences you are going to have. Looking at this control center, it only makes sense that if this is the place where all the action happens then we would want to take a closer look at it and some questions that came up for us were a) why is not there more information about this because it seems like everybody is telling the same story about a car and how you see it everywhere. There was joke played on me by the university because I was of the mind that okay this is the same story, everywhere you are hearing it, I actually bought a car recently and I saw red cars everywhere. It is a red car that I bought, so the joke was on me. We wanted to know what do you do with this. Okay it sounds neat and okay it is interesting, but how do you put this into action in your life so that you can create the kind of reality you want to create. That is when we started really putting our attention, that is sort of a pun, putting our attention on the reticular activating system, to really get into how it works and how we can help people by teaching them how to understand its use.

Bill White: That is great. I know that one of my strongest recommendations now will be for everyone to listen to Limitless Wealth.

Keith Matthew: Awaken the sleeping lion.

Bill White: Awaken the sleeping lion. Yes. If you have one message to impress on my listeners, what would it be?

Laura Roman Lopez: Bill, I would definitely have to say that you have to have the confidence within yourself. Success begins within. I know that sounds a little cliché and it is truth. You have to have faith in yourself because nothing can be accomplished until that happens and it is an amazing moment when you realize this in your life. For me, it was when I was in high school that I was asked to a reception by Mayor Koch at the time and he was giving out an award to 10 high school students for having exceptional leadership in their particular school. When we were asked to go up on stage, there were only 10 of us and the words that he mentioned were, "These are the leaders of our future." It was so profound to me. When you have that moment in your life, then it creates a snowball effect and the momentum then builds. That is what I would say to anyone listening right now that at that exact moment in your life so much is possible when you realize that everything starts from within.

Keith Matthew: What I would say is that keep putting your attention on helpful vehicles like Success Radio, like Limitless Wealth CD. Surround yourself with like-minded people. It is really important you do that because then you can feel confident enough to take action. You need to take action. I do not care if it is a small baby step or if it is a big monumental step. You need to do something to take yourself a step closer to what your passion is, your dreams, your goals. When you are surrounded by this support system, this network, then you will continue to feel good about yourself. I mean you are already a wonderful person with all these abilities, but having these people in place around you will reinforce that and make it easier for you to succeed in your life.

Laura Roman Lopez: I would say in addition to that when you have a mentor or you have someone who has succeeded in your industry or your area or the thing that you are attempting to accomplish, then success is going to happen for you because if you follow someone and do exactly what they have done and follow their success step by step, it is inevitable that success will follow for you.

Bill White: Terrific. Terrific. That is very inspiring. Keith, Laura, thank you very much for being with us today. I have really enjoyed our interview and I am certain that everyone listening will get a tremendous amount of value from it.

Laura Roman Lopez: Thank you so much, Bill. We really appreciate being here.

Keith Mathew: Thank you, Bill.

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