



Chris Attwood: My name is Chris Attwood. I'm the Features Editor with *Healthy Wealthy nWise*, and I'm now going to turn it over to my partner, Janet Attwood, who will introduce our guest.



Janet Attwood: Hello, everyone. Welcome to the Passions series. My name is Janet Attwood. I'm the Cover Editor for *Healthy Wealthy nWise*, and author of *The Passion Test - Discovering Your Personal Secrets to Living a Life on Fire*.

Thank you again for being with us. If you've been on these calls before, you know our focus is on what it takes to live a passionate life. After all, as we listen to all the incredible guests we have on these calls, it's become so clear that life can be an amazing and exciting journey when we're aligned with our passions.

I love this quote from Woodrow Wilson, which really sums it up: "You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand." Thank you all for remembering the errand and being here with us.

I am excited to introduce you to a woman who is a master of the practical aspects of turning your passions into financial abundance. Debbie Allen is the author of four books, including the award-winning *Confessions of Shameless Self Promoters*, and *Confessions of Shameless Internet Self Promoters*.

She has a new book coming out called *Skyrocketing Sales*. Debbie has run six different businesses, is a sought-after speaker, serves as President of the Arizona chapter of the National Speakers Association, and received a National Chamber of Commerce Blue Chip Enterprise Award.

I first met Debbie when Chris and I were partners with Mark Victor Hansen and Robert Allen. She presented at a number



of our programs, and I always appreciated how immensely useful her presentations always are, and packed full of that dynamic energy. Debbie, thank you so much for being with us.

Debbie Allen: Thank you. "Packed full of that dynamic energy" - I love that!

Janet Attwood: Well, you are! Look at what you've done so far. You are the ball of fire, I tell you, and always on fire - and total integrity on top of it, which I totally appreciate, so thank you. It's wonderful to be with you.

Debbie Allen: Well, that's a wonderful compliment coming from you, Janet, thank you.

Janet Attwood: I mean it. How did your passions, the things that are most important in your life, lead you to what you do today?

Debbie Allen: I like to call myself a "serial entrepreneur." I believe that if I'm not having fun - and I always tell my team this, anybody who's working with me on my team - that if we're not having fun, we're going to be doing something else.

I always include that because I believe every business I've ever created - I create systems, I create teams - the people around me are brilliant and I never try to think that I know it all. I've surrounded myself with really brilliant people and created very successful companies.

I have never applied for a job in my life, Janet. I never thought that was anything to even say. In fact, when I started my speaking business, I didn't tell people that because I thought that was a negative. You're supposed to build up all these credibility things.

To tell somebody I've never applied for a job in my life, I've never attended a day of college, I'm like, "I can't say that to people." Then when I would say that to people in conversation, they would go, "You're kidding me!" I'd say, "That really is pretty amazing because I didn't realize that this is just the way I've lived my life."

I didn't have to do these certain things to make my life and



my businesses successful. I followed my passions all the way through, in an entrepreneurial, independent lifestyle. That's all I've ever known. I've become now what I call the "no-rules girl" because I believe there are no rules.

People say, "I'd like to be an expert in this," or, "I'd like to do this and I'd like to do that, but I have to learn this or go to this school or do this first," and there are no rules. You don't have to necessarily do anything to get there. I think the passion of wanting to do something, and then finding the right people who can help you learn it faster, is really a key. That's been a key in my success.

Janet Attwood: Was that just something you knew intuitively?

Debbie Allen: That's very true - it's not everybody who knows it. I think a lot of it has to come with your upbringing. I hate to use that as a cop out for anybody who says, "I didn't have that kind of upbringing; I can't think that way." Yes, I was a little more fortunate than the average person, to have entrepreneurial parents.

My dad wasn't entrepreneurial when I was growing up. He worked for a company, selling cars, for 20 to 25 years, making a living and doing that. He made a decent living all the time. We never really hurt for much, but it wasn't like we were ever wealthy or really thought wealthy or had any kind of entrepreneurial thinking.

My dad switched later in life, to where he just didn't have very good self esteem, and then he started working out and going to a health club. Then he joined to do racquetball and he got really good at that, and he'd win awards for that. Then his self esteem started getting better and better.

He's going to be 76 years old this month and he is like the youngest 76-year-old person you've ever met in your life. He's got a great body, he works out all the time, his mind is young, he's just so young minded. That's the way my family is. It's just amazing.

After years of working for someone, he switched the thing and, "Okay, I'm doing it on my own." He really believes the



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book that changed his life is *The Power of Positive Thinking*. That is the book that changed his life to get the switch.

Sometimes something switches in your brain that does that, and then after that, he started listening to motivational tapes all the time and everybody said, "You're crazy to listen to all this stuff." He didn't come from a background or that kind of family at all.

I don't believe that you come from a background or say, "I have to be from an entrepreneurial background." He took the switch, he chose to change his life. Watching him get better and see what he was going - I used to think he was crazy too, listening to those tapes early on.

I came right out of high school and I used to take the bus to the family business that he started - a small car rental business right inside Gary, Indiana. That's about where I am right now. I'm really close to that, where I'm speaking right outside of Chicago. He started out small and then I joined him and helped him out in the business.

When I got out of school and I was getting my paycheck, I said to him one day: "Dad, I want more than just a paycheck. I see the passion you have in this, and I've got passion for this. I know I'm going to be a lot more excited about it and passionate than just getting a paycheck if I own part of this business, because I know you're going to be successful and I want to be in it for the full ride."

We sat down and had a conversation about what I could buy into the business for at 19, and part of my money from my paycheck every week went toward buying into the business, so I've been a business owner since 19.

Janet Attwood: That was your passion at 19?

Debbie Allen: Right!

Janet Attwood: What were the passions that led you to write a book called (I love this title) *Confessions of Shameless Self Promoters*?

Debbie Allen: It's just like the million-dollar idea that you come up with. I



wanted to write a marketing book. Just like any book you write or anything you do in marketing, it's got to be different. I always say "dare to be different," challenge the different types of things that make you stand out because you're not going to be as successful as you really should be in life.

Most people never reach their peak potential because they never dare to be different enough, to stand out, that's unique enough. That's what the million-dollar idea was for the book. I came up with an idea of writing a marketing book, but you can write any kind of marketing book, but if it didn't have the right title or something to grab people emotionally, it probably wouldn't have been as successful.

The other thing I did that turned out to be a brilliant idea is I aligned myself with lots of other people who could help me write the book because I wanted to write a book that was bite-size chunks of information, it's a best of the best. Let me just bring you these incredible marketing gurus who have been brilliantly successful and get them to confess their best, brilliant, shameless, outrageous marketing ideas.

Some of them are more shameless than others. Some are strategic and some are really out there. I thought this would be a fun read, it's an easy read. People want to read little bite-size chunks. It's like shameless *Chicken Soup for the Soul*, basically, is kind of the way you describe it. So I'm trying to think of the title, and that's the hardest thing to come up with.

Then one of my friends said to me one day, "I am such a shameless self promoter," and I started cracking up because he is like me. He's so good at marketing, but he's very down to earth and very ethical. He's just good at marketing; he's not a person who's in your face.

I went, 'You know what? People really aren't comfortable promoting themselves because they see so many bad people promoting, bad promotion and ineffective self promotion.' I could tilt it to that slant. I think that might be good.

So then I had to get the rest of the title. I went back to my



office and I'm sitting in my office, trying to brainstorm. I look up on my bookshelf and I see this book called *Confessions of a Window Dresser*, and there was my thing. I got the confessions and I used self promoter. You know when you get these chills when that thing comes up?

I know you've had that, Janet, because you go through a lot of passionate, life-changing things. You get these chills and you go, 'Oh my gosh, this is it.' Now it's everything I do. The license plate on my car, I'm shameless, I'm the shameless diva. You've got to be known for something, right?

Janet Attwood: Well, it's such a great thing to be known for too because it just puts people out of their secret realm. With you, I'm sure, just having that title stretched you in itself - having to stretch to that title, did it not?

Debbie Allen: Oh, most definitely. It even pushed me a little bit more, because people say, "Well, it's easy for you to do that more." I go through the same thing as everyone else. I go to networking things, where I have to push myself in the door. It's easier to bring a friend and talk to somebody you know. I still push myself to do that, but it's always very rewarding.

It's not like it just comes naturally, but I know the rewards and the payoff of it. When people even assume that I could be the least bit shy, they'd be shocked. We all have that within ourselves and we've seen that negative thing of somebody being pushy or intrusive, and that's the number one form of self promotion people avoid.

It's called a "yielder," and that's why they are in fear of being pushy, rude or intrusive, so they don't talk about themselves and what they do. The word shameless in Debbie Allen's dictionary means "looking for opportunities to promote yourself everywhere, in the service of others."

When I ask my audiences, I say, "You feel passionate about what you do? How many of you feel passionate about the kind of business you're in and what you're doing right now?" Then of course the majority of them raise their hands. I say, "If you don't feel passionate, you need to change your job - you need to be doing something else."





If you do feel passion about what you do, you are doing all the prospective customers a disservice who could be doing business with you because if you don't toot your own horn, you're not going to enjoy the music, you're not going to enjoy the benefits, and they're not going to enjoy the benefit of doing business with someone who really cares about them.

They're going to go to one of your competitors who doesn't care as much about them as you do. This is just a belief system you've had from childhood. I say you're an adult, get over it. Your family or whoever taught you that growing up "it's not polite to talk about yourself," I'm telling you something different today. It's okay because you're doing it for the right reason. You're not doing it for a big ego, and that's really the key.

Janet Attwood: Yes, it's really a click in the mindset, isn't it? It's just that subtle shift, and you see it with all great trainers. Think of T. Harv Eker. I was thinking about him. He is really a shameless self promoter. So are Mark Victor Hansen and Robert G. Allen, wouldn't you agree?

Debbie Allen: Most definitely.

Janet Attwood: Yes you ask them, "What motivates you?" And they'll say, "What motivates me to go out there and give it all I have is the fact that I know, I have 100% conviction, that what I'm giving to people is exactly what they need."

Debbie Allen: Right, and there's a difference between that confidence and arrogance. They're so confident because they had proven results, they know they're helping people. It's the same with me. If I talk about my books, CDs, speaking business and events I do - anything I do - I know it helps people. They feel the same way. It's just so easy, so natural for them.

They're on this earth to make a difference. They're on this earth to change. We have the privilege of the platform, I like to say, that we can speak to more people, and that's the reason we write books and the reason we travel and speak, because we want to touch as many people as we possibly can. That's our passion, that's what I know was put on this



earth for.

My mom is traveling with me on this trip because I'm doing three different cities with three different clients. I'm from the Chicago area and my brother's coming up with his whole family to visit us tomorrow. So she was doing some family stories. You know how you get with mom and hours in the car?

She was saying, "I knew you were going to be a speaker when you were really little, because I used to give you one word and you would sit in the car on our vacations, and you would go off on these stories and I would go, 'Where in the heck is she coming up with this stuff?'" So I guess it was meant to be. Now I'm finding my true passion and what it is out there. I entertained the family; now I'm entertaining the world.

Janet Attwood: I want to go backwards for a minute because we were talking about your book, *Confessions of Shameless Self Promoters*, and the people who were in it. Many of our readers think that they could never connect with really famous people because "who are they" "who am I?"

Would you tell us some of the people you interviewed for that book and how did you get their agreement? Can you walk everybody through this? It's not just you who could do it or just the few, lucky, star ones. Can you tell everybody how they can do it as well?

Debbie Allen: I can totally relate to that because I wasn't the lucky star one. I'm this little, clueless chick out there going, "I want to write this book. Isn't this a great idea?" That's it - it's in my head - and I'm going to call all these people and I'm going to ask them to be in the book. Mark Victor Hansen was a good example of that.

Mark did not know me at all when I asked him. I tracked it down to get his email and thought "I'll just send it out there." I wasn't probably brave enough to contact as many people on the phone personally as I did on email. To me, that was a little barrier and was easier. Plus, people communicate on email so easily now, so that was pretty simple to do.





I really worked on marketing this book before. I'm a marketing person, and you don't write a book and then figure out how to sell it. You think about it at the very beginning. I wrote a marketing piece, not to sell to a publisher, but to sell to successful people, to get them in the book. That's how detailed I got with this thing.

It was very professionally done. They could see that I had my act together. When I would get the contacts, I would send it out. For Mark, for example, when I got the interview with Mark, I was jumping up and down, thinking, "Who the heck am I? Mark said yes! He doesn't know me from anything and he said he's going to give me the interview."

It was like two months out from when he was going to do it. I thought, "This is really going to help me," and then it just gave me the belief system when I got people behind it going, "Okay, I'm on to something good here." But you've got to keep asking, that's the thing. We don't ask enough, do we?

Janet Attwood: No, not at all, because the fear is like, "Who am I?" Truly, when you tell me that you emailed Mark, my first thought, and I'm sure, everybody's, was, "Well how the heck did you get his email in the first place?" Why would Mark answer your email? There had to be something there.

Debbie Allen: Right, it had to be something he resonated with. It was thought out, how I was going to connect with them. The words were going to make a difference. He'd been a mentor of mine for a long time. He knew I'd been a member of NSA. He'd met me before, but he meets a lot of people and doesn't remember me.

They just believed in it. Actually, his quote on the front of my book was something like, "I've been a shameless self promoter in everything I've ever done. I always believe in putting myself out there and going, and if people say no, just keep going for it." That persistence kind of thing.

I think he loved the title and the concept. It just resonated with him and I knew the kind of people I was picking - I knew from him being a mentor of mine - and I was like, "That's



him, that's Mark, that's who I want." Who else do I think of? Another person was Dan Kennedy. I knew of Dan, he knew me, but not very well. He didn't know me as a friend or anything like that.

The people who had that little bit of an outrageous marketing strategy - Joe Vitale, you know, "Mr. Fire." People who have that - so I knew the kind of people I wanted. I didn't want to do a book where you've got to pay to get in the book. I wanted to make a really brilliant book. I want the best, I want gurus, I want the best people.

I went to the people I knew had that kind of personality. I did a lot of research on that. I didn't just pick anybody, just because they had a name. When you have a project you're working on, or writing a book that has something to do with sports or whatever, you want to go with a sports star, a celebrity you believe in, who goes with the concept and the passions and what you want to do.

If I was looking for a celebrity, the first person I would even think of to go to would be Muhammad Ali, because I talk about him all the time. He was one of the shameless self promoters before his time. His quote was "I am the greatest." I'm going to give my audiences - I had them doing it today - I am the greatest, I didn't hear you, say it louder, I am the greatest, I am the greatest.

The other part of his line was, "Float like a butterfly, sting like a bee, and I'm going to knock you down by round three." Not only did he say he was the greatest, taking a goal, turning it into an affirmation to tell the world and himself that he was the greatest over and over again, and what made him what he was - he said it in his subconscious mind over and over again to make it actually happen for himself.

Then he tells the world: "I'm going to knock this guy down by round three," and he's putting psychological warfare on the boxer in the ring. Can you imagine when that bell goes off, "ding" at round three, the guy's scared to death, going, "Oh my gosh, I'm going down!"

Janet Attwood: Yes, and he has all the energy of the universe supporting



him. He tells everybody what he's going to do, so everybody else is fighting that right there - round three.

Debbie Allen: I always was independent growing up. I think I've always had that, and my parents were always supportive of that. They didn't fight it, they didn't say, "You're a rebel," or whatever. They were like, "You're an independent thinker, you go for your thing." I think that's why I really respect people who push the edge.

I know you have to take risks in business, and you have to push the edge and the limit a little bit to stand out. That is really what has made me successful, because I've taken calculated risks, but you cannot get to another level of success without taking more risks. You cannot be at the highest level of success if you're not taking risks and being out in your own shameless style a little bit.

I even say that I have somewhat of a respect for Howard Stern - just a little bit - only the idea that he's shameless and I was on his show. It did help my book become an Amazon best seller in a matter of a couple hours, and I always joke about that because the only reason I was on his show was because I teach people to have gutsy goals.

He called and I went, "Hey, I can't say no to this. This is the gutsiest thing I've ever done." It's not an interview, right? I always joke about it because I did it for "Hey, gotta do it." What happened, as soon as I got off the show, a five-minute interview on the radio - I could always say I left my clothes on or I didn't. It doesn't matter, right?

I'm on the radio and it's safe. It's really amazing because as soon as I got off the call, my book goes Amazon best seller in a matter of two hours. I always say this was funny, because I had no idea that people who actually listen to Howard Stern even read books.

Janet Attwood: That was a risk you took there. He could have just turned you into a piece of nothing.

Debbie Allen: Yes. I might be shameless, but I'm not stupid. I knew somebody else who was in my book, a gentleman by the



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name of Bill Goss. He wrote a book called *The Luckiest Unlucky Man Alive*. He was on Howard Stern for an hour and a half, he had told me this and I remembered it.

When I got that interview and it was a month out, I called Bill and said, "Bill, you've got to help me through this. You've got to be my 'Howard' mentor. Can I call you every single week before this?" He coached me, like, "When he says this, say this, say this," so I knew how to turn the interview around.

The only respect I had for him was that I said, "I saw your movie and I saw that what you did was outrageous and a lot of people don't respect what you do, but one thing I have to say to you, Howard, is that you are shameless, and because you are gutsy enough to say, 'I'm not going to change what I'm going to do for everybody else.'"

I said, "You were getting fired from your job, you had a wife at the time, had a baby on the way and you were getting fired. Most of us would just get scared and conform because it's easy to conform." That's the part where I have that little bit of respect, that he didn't conform. I respect people who are non-conformists in a way.

Janet Attwood: Would you say you're like that a little?

Debbie Allen: Yes, I would say I'm a non-conformist.

Janet Attwood: The world is as you are. What I also hear is that you didn't just go out there - just like Mark Victor Hansen and your email to Mark - you were very strategic about it. I love what you said. That's a really important point for everyone. When you want to connect with any famous person, you really thought about whether they would get into this.

Can they really go for this themselves? Is this something that they resonate with? Mark, immediately I'm sure, when he saw the title of your book, went, "Oh, that's me." Joe Vitale: "That's me." Right? So of course they'd say yes. Do you know what else it was? It was fun.

That was one of the first things you said, that if you're not having fun, we should do something else. If you think about



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the people who are in your book, most of them are really fun lovers. There was a lot of thought. What I'd say, Debbie, is that you did your homework.

Debbie Allen:

Oh yes, I did. Like I said, I did a lot of research on marketing the book before one word was ever written. That's where most people fail in a book deal because they write something and then they figure out how they're going to sell it. You've got to know the audience, you've got to know who you're marketing to.

I knew that if I aligned myself with these kinds of people, it would be brilliant. It would be the kind of book that I would want to read and that would help so many. Here it is, here's the best of the best, and there are proven ideas, and it's going to be a fun read and an easy read.

I've had people who told me - and one of the quotes that you quoted in your information here - a gentleman who was a marketing expert, who read 4,000 marketing books and ranked my book as one of the best he's ever read. That's a pretty cool testimonial. I like hearing that kind of stuff. It really touched people.

It's not just me, it's coming from a lot of information. I think that's what we're looking for right now. We have less time, we need chunks of information to be the best of the best. I'm ready to move on my business, I'm ready to go with it. Some people wait maybe too long, and their business is failing.

I've been in all those situations. I've had my ups and downs like anybody else, but anybody who's been highly successful and wealthy, you can take everything away from them, put them out on the street in another country somewhere, and a year from now, they're going to all be wealthy again. Once you've got the strategies and when you've got the beliefs in your head, as long as you don't lose those beliefs and keep positive, you can do it all over again.

Janet Attwood:

I want to go back to that one idea. How would people get over it? What steps did you take to get over the idea? Did you ever have that? You said you had a little "I'm not worthy enough or important enough."



Debbie Allen: Most definitely. I think even part of that - even though I had this thing of growing up in a family business, that was great - but then I'm the girl. Father still had the belief that "You're a girl, you'll take these jobs, and then your brother, who also owns part of the business, will get more of the business. He won't have to buy into it because he's a guy and he'll be ahead of you."

That's the belief system, I think, of men and women genders, of his generation. Even though we were all equal, it took me years to prove that. I think sometimes, being an overachiever, was I still trying to prove it to my dad? I think for years, I was. I don't think it was until I was in my 40s before my dad ever said, "I'm so proud of you. You're just amazingly successful and I'm so proud of you," and I was just like "wow."

That was the biggest gift ever, because always want to prove to our parents. They don't even see that they're doing it and anyone who has children, support your children. This kind of belief system that you can instill in your children now, "It's okay to promote yourself. It's okay to do it in a right way. Do it because you passionately care about people."

"When you go out in the world, I want you to be highly successful." Parents were sabotaging children's dreams by saying it's not polite to talk about yourself; that goes against the whole grain of sales and marketing. Then they expect you to go out and be successful. Or get really good grades in school and do really well and you'll get a really good job.

I don't necessarily agree with those kinds of beliefs and thought patterns. Sometimes it puts limited belief systems in their heads. I think that supporting self esteem in children and saying, "It's okay to believe in yourself, it's okay to be different. It's okay to stand out and toot your horn a little bit because that's how you're going to be successful. Don't try and be like everybody else."

They especially need that when they get in the teenage years, because they're all trying to be like everybody else. They've got to fit in the mold.





Janet Attwood: For all of us, who do you like to hang out with? The people I like to hang out with are the ones who are walking the edge or don't fit into the mold. I always ask why that is? It's because they're the ones who are free. They're not trying to conform to anyone else's rules or regulations; they're just walking their own line. That's really the fun path because you never know what's going to happen next.

Debbie Allen: Right, and hanging out with the right people is key because what happens with most, saying, "I'm not worthy, I'm not important enough," everybody believes they are some of the time. We also believe that we aren't, because of self doubt. Who can take that away from you so quickly as hanging around with a dream stealer?

We all have dream stealers in our lives at one time or another. It may be a spouse, a significant other, or it may be your best friend. Maybe they love you, but they don't want you to change, so they don't really mean to steal your dream.

You say, "I have an amazing idea for this amazing business. I'm going to do this," and you tell them and they just steal that dream and you feel you're crushed. You say, "What was I thinking?" Then you go back to that belief again. You've allowed that person to steal that dream from you.

The thing is, it could be a brilliant idea. I think you're really onto something when people tell you you're crazy. I used to think the same thing when people would tell me I'm crazy, "Oh my gosh, what am I doing?" But they're telling me I'm crazy because they couldn't do it. It's not that I can't do it, it's they couldn't do it, or they don't see the same vision you have.

You mentioned that at the beginning - great vision, enriching the world. You're getting out there, talking, it's a great vision to do this and enrich the world and I'm passionate, and you're talking to somebody who's a non-conformist, stay-in-my-comfort-zone kind of person, they're going to go, "You're way out there. You have to come back. You're nuts."



If you doubt, you're back to ground zero. I've seen this happen with friends of mine. I have one friend who wanted to start a business that I thought was a brilliant business. I supported her idea immensely. Three years ago, she shared it with somebody who was higher up in her industry, which was real estate.

He said, "How are you going to do that?" He was totally negative and totally stole her dream. She said, "Somebody took that idea away from me." I said, "They didn't take the idea away from you, they stole your dream. You allowed that to happen. You cannot blame him. He just didn't have the same vision you had." It's very important to stay away from dream stealers. Be aware of that.

Janet Attwood: Would you share some specific things that our listeners can do to get more exposure for their ideas?

Debbie Allen: I always talk about a lot of low cost marketing ideas, getting out there and promoting yourself more, going and networking in associations and groups. I really highly recommend Toastmasters. I know that a lot of your listeners here probably have been Toastmasters in your kind of group.

Not only does it teach you to speak in public, if you want to be an expert in something, but it teaches you to get out there and be a better networker. That's why I joined many years ago, and you can go to [www.Toastmasters.org](http://www.Toastmasters.org) and check on Toastmasters in your area, and sign up.

I think it's a great way to build your self esteem, because it's a real stretch, and you're in there with all these other people that are scared to death, too. The first time I went to Toastmasters - I just laugh when I think about this - it took me three months to write my first speech, which is called an ice breaker and it's three minutes about yourself.

I think I would know the topic, right? Three months it took to write this speech, to do the three minutes, and I had notes, and I was scared to death. I think, oh, my gosh, because people say, "I'm so afraid of speaking. I don't know how you do this." I'm like, "Hey, I was right with you there."



I never would have thought I'd even know that I would be a speaker for a living. I only did that to promote my business as an expert to speak, and then I started enjoying it more. Then I really, out of a passion, went into speaking full time, because I really, passionately, passionately love helping entrepreneurs and business owners.

In my audiences with the SBC Yellow Pages, Sprint Yellow Pages, I speak all over the country. That's just one of the tours I'm on right now, and it's a mix of all these different businesses. There are entrepreneurs in every kind of business you can imagine.

I just love that, because they're so open. They're so open to every idea and so ready to move and change, and go with stuff. It truly is a passion of mine. That's why I love speaking on it, because it just comes so naturally for me to speak about a business.

I've just done it for so long. I think I really have a gift that I can look at people's business and see where they're stuck, see where they need help easily and give them really insightful ideas.

I think that the reason most people get stuck in business is because they're so close to it. You know this, Janet, too, sometimes you're so close to your own business that you don't see the most obvious things that the outsiders do, because we're living it and breathing it every day.

Janet Attwood: Exactly. I've been there so many times. So what do you do? How do you get out of that?

Debbie Allen: I think finding mentors; I think everyone needs a mentor in their lives. When I say mentor, I say if you're in a situation where you can't pay somebody, you're just starting out, you find somebody that can help you that's more successful. It doesn't matter.

It's the same thing with going to write the book. Maybe there's somebody in your community that's a really successful business owner and you're just starting up, and



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you call them up and you say, “Hey, can I buy you lunch?”

They’re not a consultant. If they’re a consultant, they expect to get paid, but you’re like, “I really respect you. I see what you’ve done in the community, and can I just take you to lunch and pick your brain? I would really appreciate that.”

If they say, “No,” that’s not the kind of person you want to be with. They may say, “Yes,” or they’re busy whatever, or no or if this changes, call the next person. You’ve got to just ask, and we don’t get into the habit of asking, so I think that’s a great way to start out. That costs you absolutely nothing to get a mentor that way. You can pick the brains of the best people.

I’ve done that almost every industry I’ve been in. When I started out in the retail industry, after I left the family business and got into that, I got into a group. I had only six months experience, never worked a day in retail in my life, got in a group where everyone in the group had 15 to 30 years’ experience in the group in retail, and I got to pick their brain and get every idea and everything that they had.

It was amazing. I had a buying office in New York with this group, and they took me in under their wing, because I was so passionate and so excited. I had so much enthusiasm to learn that I was just a sponge, and they just loved it. They would not start the meetings without me, and I knew nothing.

I was like the little fireball. It came and it got them all charged up, because they’d been in the business so long they thought they were getting bored, and here I am, this little spitfire, going, “Okay. What are we going to learn? What are we going to do? Oh, my gosh! I’m so excited,” like this little dog. I think if you have that, who could not want to help you, if you really are passionate like that?

Janet Attwood: Then you just keep asking. Let me ask you, this is always a good one for everyone, even today you still do all these things whenever you’re going out and doing something new. Don’t you still find sometimes you’re a little wobbly, or are you completely fearless?



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Debbie Allen: Oh, no. I'm wobbly. If you're not wobbly - and I know what you mean by that is that you're not stretching yourself - you're not scared, and I always ask people that, too, "Are you scared? How many of you are scared? How many of you are doing stuff that scaring you right now?"

I love it when half the room or more raises their hands because I said, "The rest of you, you're playing too close to the comfort zone. If you're not stretching, you're not scared. You're not stretching yourself."

Janet Attwood: Just for everyone, it's such a myth to think that they've been doing this for so long, it must not be scary. I'll tell you, every time I take a new project on, my legs are wobbly, and Chris, too, we'll always stretch ourselves to the point where we don't really know where it's going to go. That's where we want to live. We want to live way out there, but I'll tell you, it's never without that bit of adrenaline rush, always.

Debbie Allen: That's what empowers you, because the things that scare you the most are also the things that empower you. That's why I'm a serial entrepreneur, Janet, because every business that I've ever started, if I run it and I get it really successful, I get bored.

The learning, the growing to the next level, that's the charge I get. Now, I get more of the charge than just growing it for the money, because it's not even the money or anything now. Now it's about if I can help more people, if I can touch more people, if I get a bigger audience.

It's not about the bigger paycheck. It's about more people I can touch, so it's changed over the years, but it's always about that next thing that scares you. I've always got to have that. That's where the confidence comes from, is the empowerment.

When people want to be more confident, they've got to stretch themselves, and when they do overcome these obstacles - there are no challenges, they're just obstacles - you hit a wall and you fall down, you dust yourself off and you re-analyze it.



You go, "Okay. I need to come at this from another angle," and then you go at it a little stronger, and you get through the wall. You go, "Wow. I feel really good. I want to feel better," and you start building your confidence.

Janet Attwood: Let's talk about your next adrenaline rush. Your latest book is called *Skyrocketing Sales*. It's coming out in December. How have you tied the power of your belief system into selling? Can you talk about that?

Debbie Allen: Talk about a belief system, because you love this kind of stuff and the universe and everything, because I put it out there. If I want to go to a certain country, I think about it, I go to the country.

Everything happens like that. It's amazing. I totally believe in where you're at there, but I'm thinking, I'm doing so much on marketing, and I've been in sales as long as marketing. I really need to have a sales book. I need to do a whole sales series, and a home study course on sales.

I was thinking that in my head, and then that thought was just there in the subconscious mind, and then I got an email - this is the kind of stuff that happens that cracks me up - from this gal who is an agent in New York. She does a Google search on 'marketing expert,' and she finds my website.

She asks me if I want to write an idiot's guide to marketing a small business. I'm thinking, "They don't have that one yet?" That would be a good one because marketing a business is different in a small business. I've got all these low-cost marketing ideas.

I'm thinking, "Yes, but I've got a couple of friends that wrote those idiot guides, and they're too structured, and I'm not the structured girl." I even told her, "You know, this is really cool that an agent called me out of New York, but I'm just not a structured kind of gal, and that's just not a project I would be passionate and excited about, so I'm going to pass."

"Let me tell you what I am looking for." I'm thinking, I've got an agent on the phone here. I'm like, "What I am looking for





is a sales book. I want to write a sales book, and I want a major publisher to publish this one.” She goes, “Okay. I’ve got a couple publishers who are looking for someone to write a book on closing sales.”

I said, “That’s not me. Wrong girl again.” I said, “No. There are way too many books on closing sales. I read all of them. It didn’t help me.” You’ve got to get in people’s heads. You’ve got to get in their belief system and their head first.

If you don’t get them in their heads first to think differently, you can give them all the sales skills, tools and tricks in the world, and they’re going to go back to doing the same traditional sales stuff that doesn’t work, and they’re going to hate selling, and they’re going to do a lousy job at it.

They’re not going to feel comfortable because there’s the same kind of thing. Selling and self-promotion are so much the same kind of thing. It’s selling yourself, because it’s all people business. I said, “No, I want to write a book that motivates people, it’s a motivational sales book.”

That’s what I said, and I go to bed that night, and I’m going, “I’m right on with this. I’ve got to stick with my guns. I’ve got to go with this, and if I don’t get a publisher, I’m going to do it myself.” The next morning, she sends me this email, and she has a list, Dearborn Publishing, and then the first one on the list says “Sales Motivation.”

I’m like, “Oh, my gosh. Oh, my gosh.” This is like a slam dunk. I’ll write the proposal. They’ve got to do this; it’s exactly...They didn’t quite get my idea. I had to tweak it around a little bit with them, but they took me on right away, gave me a nice retainer and all this kind of thing to get it going.

Then we kind of twisted it around a little bit. *Skyrocketing Sales*, I’m very excited about this book. I’m very, very excited. It is the sales book I would have wanted to read, and I get excited about it. I just know it’s so right on.

The first three chapters are all about the belief system and getting you to feel better about yourself and selling, and



feeling more confident with yourself, and overcoming the fears of selling before I even get into anything about sales goals and exceeding your sales goals, overcoming objections and all that. It's a good book. It's going to be out by Dearborn Publishing. It'll be in all the bookstores in December.

Janet Attwood: It's going to be a number one, absolutely, right?

Debbie Allen: It's going to be a number one. There's no doubt about it. I don't think it's a Howard Stern book, thank goodness, but it's an Oprah book.

Janet Attwood: Yes, that would do it. What are two or three of the most useful tips you can give our listeners about selling more effectively?

Debbie Allen: Well, one is that I'm really against traditional anything, right? Traditional selling turns people off, because in traditional selling, what we've learned in selling is so ineffective for the most part. It's go for the push, go for the close, and people just move away from that kind of sales-y talk.

The old, traditional, high-pressure approach with selling anymore is just very passé, and there are still a lot of people trying to do it. Definitely moving away from that, the book tells you everything to move away from that, being against that and teaching a new mindset.

In the way it teaches, it makes you just love selling, because it's like, "I can just be myself. This is so cool. How refreshing is this? I can just be myself, work on myself. I can feel comfortable with how I will learn to overcome objections ahead of time."

Welcome those, because when I welcome objections, that's saying that it's not about me. That's about somebody saying, "I'm interested in what you have to sell. I have a couple of objections. One is that I can't afford it," and all you do is give them more information.

Build the emotion up higher so they form a logical conclusion around buying, because 80% to 90% of what we



buy, we buy out of emotion. If you create a people relationship, you build emotions, you can create more sales. You don't become a sales person, you become a problem solver.

Janet Attwood: That's great.

Debbie Allen: You solve their problems, and boy, they're going to buy from you. People don't want to be sold. They want to buy, though. They love it. When you can solve their problems, you can become very wealthy from solving people's problems.

You think about that every day instead of thinking about "I want to close this sale. I want to get these sales. I've got to get my commission check." You're thinking so wrong, and then all this pressure goes up, and all these walls go up, and it's just the whole mind shift difference.

I know after people read it, they're going to go, "Gosh. Selling is so much easier." It's the same thing as self promotion. You're just shifting your mind. It's shifting your mind to think differently. Shifting your mind from feeling comfortable from self promotion and not feeling comfortable, feeling comfortable from being just successful or being wealthy. It's a mind shift thing.

Janet Attwood: That's such a good thing. Chris and I were writing a book on this at one time, because I used to do sales for a large company called Reader's Digest. You might have heard of them, and as we were writing the book, we were talking about the age of ignorant sales.

That's what we used to call it, the age of ignorant sales, where all you're doing is trying to get in there and just as you said, manipulate people into buying. I just loved what you said, getting rid of that whole mindset, because it doesn't work.

That's why *Skyrocketing Sales* is going to be so great, because what we've seen is that that doesn't work anymore. Do you not agree with me that people these days have a finely-tuned antennae to sales people? The minute you think you're being sold or manipulated, it's like, "Bye. I'm out of



here. See you later. I don't want any part of this."

Debbie Allen: Yes, all defenses go up.

Janet Attwood: Yes. Totally. I mean, totally. That's why this is so good, what you said. I loved it. Become a problem solver. That just totally changes the mindset for everyone, because even a salesperson doesn't want to be a salesperson when you think that, "Okay. Today my strategic thinking on how I'm going to manipulate this person is going to be..." and then you've already lost.

Debbie Allen: Right. Then if you work for an organization that believes in manipulating and traditional sales tactics, and you're not that kind of a person that believes like that, you're going to be the worst salesperson, and you're going to hate your job.

I had a guy, when I went to go buy a car once, and he even told me, "Now, you did say you wanted the red sports car, right?" I wasn't driving the red sports car. They didn't have it in red. I was driving the blue one. I said, "Yes. I do want a red one."

"I had to be sure because we have to park it a certain way. It's all this, because I have to have ownership of the car. I want to just tell you the whole system and how it all works, and we get yelled at, the sales managers are going to come out and yell at me if I don't."

Then the sales manager even came out and yelled at him in front of [me], and then he come out after he's done and apologizes and he's like, "I hate this job. It's so hard. It just doesn't..."

I said, "Here." I pulled my book out, *Confessions of Shameless Self-Promoters*. I always keep it. I'm a library on wheels. I just give them to people all the time - cab drivers, everybody. I've got them with me, and I'm like, "I'm going to do you a favor. I'm not buying the car from you today. I'm going to do you a bigger favor."

I signed the book to him. I said, "Read this book. Go out and get yourself a job you're passionate about and believe in,



and work for a company that doesn't think like this."

Janet Attwood: That is so great.

Debbie Allen: I think he left. I don't know. He's probably a homeless man on the street. I don't know. I think it was good.

Janet Attwood: You'll probably be speaking next to him next year.

Debbie Allen: Yes. Who knows?

Janet Attwood: Give us one more tip before we go on to the next question. What's another useful tip for people that you can give them to sell more effectively?

Debbie Allen: I think you must go back to selling yourself a little bit, because people like to know that kind of stuff. I was talking about that today, about winning awards and getting free publicity.

When I wanted to promote my business and I didn't have a budget and I wanted to sell myself to the community because I had just moved there, I started shamelessly having a friend, who was always winning these awards, nominate me.

A little shameless, but it was okay. She nominated me for all these awards. I was like Woman of the Year, Entrepreneur of the Year, and everything. Every time I was nominated, I would write a press release, and send it out to the media, and I was getting my name in all of the local magazines and newspapers.

I was nominated for everything, and that kind of built me up as a little local celebrity, but I created this shameless local celebrity stuff on my own out of nothing. After a couple of years of doing this, she was winning and I wasn't winning, I was like, "I feel like a bridesmaid and never a bride."

She went, "Just keep going, keep going. You're going to win. You've overcome obstacles and you bought this business that was losing money for six years. You built a multi-million dollar business." I said, "But that was years ago." She said,



“That doesn’t matter. You’ve done that. Just go with that. That’s your best thing.”

I did and then I eventually won that national, big award, Blue Chip Enterprise Award by the National Chamber of Commerce. I didn’t give up. I was going for all kinds of little local ones, and getting a little discouraged, and then this big national award came up.

What that does is give you media attention. You’ve got to look for ways to find media attention. I also became an expert in the retail industry when I had women’s fashion stores, and I wrote an article, a fashion column. I didn’t have to pay for that, because that’s entertainment for the magazine.

If you’re a gardener or you own a landscaping company, you can write a gardening column, and then it’s like a free ad. It’s fabulous. That’s one really easy way. Another one is that you can create your own events. I am founder of Business Image Improvement Month, and founder of Self-Promotion Month, which is this month of October. Yes, wouldn’t that be something? International Founder of Self-Promotion Month.

Janet Attwood: That’s so funny.

Debbie Allen: Right, and then I sent it out to the media, and it’s in Chase’s, if you go to [www.Chases.com](http://www.Chases.com), it’s published in their huge publication, and there’s no cost to do that, so anybody can be a founder of anything.

Janet Attwood: Founder of Self-Promotion Month, what are you going to do?

Debbie Allen: I’m going to toot my horn. No, I give something away for free, or I give like a free chapter of the book on my website, and so I promote it that way. I talk about it, and they go to the website and they talk about the self promotion. It gives them all these tips on promoting themselves.

Basically, it just goes back to my website, but I tie it in to that and then the media just calls me all the time. I do all kinds of stuff. Mostly it’s just radio shows, just talking about empowering people.





Janet Attwood: You know what's so great is just everything, and I'm seeing it now. Everything - how you do it, and it all ties back to that first thing that you said if we're not having fun, we should do something else.

Debbie Allen: Oh, I know it.

Janet Attwood: That's why people like to get on board too, and that's another secret. You make it something that is such a fun thing, that everybody wants to participate in it. I want to be part of that month.

Debbie Allen: Exactly. I just believe in my life that way. I just don't think I'm ever going to grow up. I'm just having so much fun, and when you have fun in what you do, and you're passionate about your business, you can just have such an amazing, fulfilling life.

This is just fun bringing my mom on this trip, because last night we showed up at the hotel, and it's this castle. I'm staying in a castle. It's a hotel, but it looks like a castle, and she's like, "Oh, my gosh!" She's like a little kid, "Oh, my gosh. It's a castle. Oh, my gosh!"

She's jumping up and down. I'm like, "Yes, mom, you need to get out more." It's so funny because she's been carrying this monkey with her, and it's a puppet, and it looks so real. We're having a blast. The monkey's sticking out of her purse. We're talking to people on the plane with the monkey.

Now we're registering at the castle hotel with the monkey, and people at the toll booths are stopping us and talking, and we're talking through the monkey all day today. Here's my mom, we're both like this. We're just cracking up and having fun. That's just what life's about.

People love this. When I travel, I get treated really well in restaurants, in hotels, everywhere you go. They always say, "How do you get upgrades and all this stuff?" You look at their nametag and you say their name and you have a little fun with them, because everybody else treats them like the next service person.



I carry on conversations with them. I have fun and tell them a joke or just make light, and I make the best of the day, instead of other speakers who travel and say, "Oh, gosh. Travel. How many days a year do I have to travel?" I'm thinking, "Gees, I can't complain about that." You can make the best of anything, I think.

Janet Attwood: That's a perfect lead in to the next question, but before I ask you that, I want you to promise me that you will write a piece for *Healthy Wealthy nWise* on Shameless Self Promotion Month.

Debbie Allen: Definitely.

Janet Attwood: I think that would be great for all of our readers, and let's have a big movement for that one.

Debbie Allen: Okay. I'll include Roscoe the Monkey in something.

Janet Attwood: That is great. You were just talking about alliances. You were just creating an alliance with your waiter. How important are alliances to successful promotion?

Debbie Allen: It's just everything. Everything I've done, this is what has made the business I'm doing so amazingly successful that's gone from one level to the next, because I'm a big thinker. My partner in my event business is a big thinker, too.

It gets us in a lot of trouble, because we're way out there and we have to pull it in. Pull in a little bit. Pull in the reins, because we both have very long leashes. The thing is, I started out with a book, and I got all these alliances. The *Confessions* book had 68 contributors in it.

*Skyrocketing Sales* is the only book I've ever written where I wrote the whole book myself. It's all me, but other than that, everything I've ever done was other alliances in the book. Then I took that to my CD collection.

I've interviewed Joe Vitale. I did that interview three years ago, and I was just listening to that, driving up to my cabin a couple of days ago in Northern Arizona, and I was just



cracking up. I'm like, "This is so good."

It's something when you listen to it. I'm like, "This is so funny," because Joe is so funny, and the two of us just had this energy together like we have tonight, and it's just a blast.

Then I took it to the CD collection. It's different ways that people like to learn. Some people like to read. Some people like to listen to it on audio, and then I took it to the next thing, which is live. The next thing is to bring these alliances to a live event, which is what I'm doing with *Maximizing Success* with my partner now.

Everything has had to do with alliances. I've got some amazing stories that have taken me all over the world with people I've met. I met this gentleman on email. I wanted to go to Australia, and met this man on email, and it got me there, and it's an amazing story of how putting the universe out there and just sharing with your competitors, and then letting this amazing thing happen.

Janet Attwood: You can't stop there. You have to tell us the story.

Debbie Allen: I love to hook you in there.

Janet Attwood: We're hooked. We're hooked.

Debbie Allen: Okay, so I have a client. I actually went to Australia, and I had this speaking engagement there, because I put it out in the universe. I want to go to Australia. Then, this lead just comes up. Like people Google me or something. I don't even know how. I don't know how that happened.

So, I'm over there speaking, and when you do the keynote, you're like the main keynote speaker, they don't bring you back usually the first year. They're like, "Write another book. Come back in a year or so." She goes, "You did a great job," but it was a retail group on marketing.

She says, "Do you know of another speaker that speaks in retail marketing that lives here in Australia?" Now, I could say, "No, I live in Phoenix, Arizona or Scottsdale, Arizona,"



but I don't believe in throwing business away. This is my motto, "Never throw business away," so I said, "I'll find you someone."

So I go on the Internet. I did a very focused search on Yahoo Australia. I type in "Retail Speaker." The first person that comes on the list, probably still the first person on the list there is John Stanley. I go onto his website.

I said, "Oh, my gosh. He's the perfect fit for this client." I feel very comfortable referring him, and I did it totally unselfishly, just like, "Okay. This is it. Put it out there." I don't think I'm ever going hear from him again. Just share it, because I just share business with my competitors. I always have.

I just believe there's enough business to go around, and if you put it out there and share, instead of trying to hoard it, you'll get 10 times more in return. That has always been something I've lived by and it's always paid off.

I sent an email to John. Well, first I sent it to the client, "Here's your John Stanley." It had a hyperlink to the website. They could just click on it, I make it really easy, foot's in the door. Then I sent John an email saying, "Here's the rest of the information. I've referred you to this client. Good luck with it."

That's it. I get an email back from John within 24 hours, almost instantaneously from Melbourne, Phoenix time, because I don't know what time it is there. We're the opposite, right? He says, "I'm going to be in Phoenix, Arizona in two weeks. I'll call you when I get there."

What are the chances that this man I've never heard of in my life is going to be in Phoenix, Arizona, like 20 minutes from where I live, in two weeks? I thought, "Right." I forgot about it. Two weeks go by. The phone rings. I pick up the phone.

It's John. "Hello, Debbie. This is John Stanley." I risked that accent that somebody from Australia's on the line, I can embarrass myself here. Then John tells me that he's there, and we want to meet up, and he says, "Good day, mate."



We'll chat up a bit."

I went down there, and boy, we chatted up a bit. Two hours later, he said he wanted to speak more in the United States, and I said, well, I'll refer you leads. I said, "What other countries do you speak in?" He said, "England. They're looking for a speaker in six months. Are you available?"

I'm like, "Yes. Sign me up." I was there. I spoke to the garden industry in the UK. It's like the upper echelon of the garden experts. Then I said, "Well, where else do you speak?" He said, "South Africa." I went, "What? South Africa. Oh, my gosh. That's like my dream place. There's no place in the world I want to go more than that."

He goes, "Well, I'll refer you." I said, "Well, who's the client?" He said, "It's the landscaping industry, their big convention." I went, "Oh, I can do that." I never spoke in that industry, ever, but I can do that. How long do I have to become an expert in that? Two days? Okay.

I went there, and that was an amazing, amazing trip. This was the most amazing part of it, which was the only reason I got to go to South Africa and all these other countries, was that John referred me, and is still referring me business like crazy.

He said, "I didn't want to tell you this on the phone or in email. I wanted to wait until we met in person to tell you this, but two days before I got your email, I did a search on Yahoo, and I typed in two key words, 'Retail speaker,'" and that's a big niche for me, so I was the first person who came up on his search that time.

He said, "I went to your website and I went, 'Wow. I've got some tough competition on the other side of the world,' and I printed out a couple pages of your website," and they were actually sitting, the pages were sitting on his desk when he got my email.

Janet Attwood:      Whoa - that sounds odd.

Debbie Allen:      Yes. Is that too much? Oh, my gosh. So the story behind



that is, everybody you here listening, you're missing way too many opportunities. They're passing you by. Way too many opportunities are passing you by that are right in front of your nose, if that happened to me. There are just so many opportunities for you out there. Most people just don't pay attention to them or don't act on them.

Janet Attwood: Yes, that is it. That's the total thing, isn't it? Don't pay attention, don't believe it can happen, don't even notice it when it's there. What I loved what you said was that you weren't thinking about what you were going to get back from giving him the business. You were just thinking, "Okay. I'm not doing it. Here, this is for you."

I love that, because Chris and I talked about creating Enlightened Alliances, and in the age of enlightenment, what we talked about is that there's no competition. There's only collaboration.

Debbie Allen: Right.

Janet Attwood: In this beautiful thing that you created with John, this is something that you guys can bounce back and forth, give business for the rest of your lives together, and you created probably a great friend with him, right?

Debbie Allen: Oh, my gosh, a very good friend. Yes. "Coopetition" is what I call it, because you're cooperating with your competition.

Janet Attwood: What do you call it?

Debbie Allen: "Coopetition." I get to make up words, you know, and then everyone thinks you're brilliant. "Oh, my gosh, how do you spell that?" I don't know. Yes, it's just the way you live your life, and that's the way I live my life, so neither one of us would think anything of it. That's just the way we think.

Janet Attwood: That's it. No, that was it right there. That's just the way you think. It's just the way you think.

Debbie Allen: If I would have said, "Oh, that's a landscaping business. I can't do that. I don't know that." I believed that my expertise is just tweaking that industry. I know my background. I





trusted my knowledge, but yes, was that gutsy? Was my knee shaking? Oh, yes. Oh, yes.

Janet Attwood: Did you read some books on horticultural [inaudible]?

Debbie Allen: That wasn't what they needed. They know that. What they needed from me was marketing. If I have a client that calls me, even a corporate client that's really stuffy and they try and micromanage me, I'm like, "I'm not your person." Wait, you want to bring another corporate person in? Bring another corporate person in.

You want to bring an entrepreneur in that thinks differently than your corporate people, don't you, because you want to think differently? If you want the same ideas, bring in another corporate person. If you want to think out of the box, bring me in. If I'm the right person for you, give me a call back.

Janet Attwood: Oh, I bet they were jumping up and down. It was in England, right? Where was this event?

Debbie Allen: That was South Africa.

Janet Attwood: South Africa. They probably thought, "Who is she, and what...?"

Debbie Allen: Yes, I didn't actually say that to that client because I was already in. My foot was in the door with John's referral. They just love him to death, so he just said I'm cool, and they just said, "Okay. Fine."

That was just the easy...that was great, and they became wonderful hosts, and they were wonderful hosts in that country. This was a client on the East Coast that owned shopping malls, very corporate, very structured and they were all sales managers of all these huge developments.

They were all going to go partying down in Jamaica and I was going to be their speaker down there. He got it. He was totally the right person to work for, because a lot of times, I don't like working for corporations like that.



He's like, "No. I don't even want you to have a conference call with me. I just want you to go with it. Just tell us the way you think. That's what we want to hear. I don't want you to tell me too much about my business." I'm like, "Hey, cool. I'll go down to Jamaica and I'll just talk. Yes. Cool."

Janet Attwood: Before I ask you this last question, if you want to just comment that what I've seen through this thread, through this whole interview, is that right out front, you know who you are, and if it's not a fit, then it's next, and I think that's really important.

Not everything that comes along is going to be the thing for you, and you just go, "Hey, that's not me. This is the person that's for. That's not me. Oh, that's me," and then you go for it, which is just a really, really important point.

Debbie Allen: It is, because you'll sabotage where you want to go in life, and I am comfortable enough where I am, and then that comes from a level of success. You can't always do that, but I think you can train your clients a little bit to do the business the way you want to do it, and I've learned to do that.

I know what my focus is, and it changes every year. My focus for next year is a little different than this year, and that's totally where my business is going, and I know when to say, "Yes," and I know when to say, "No."

Janet Attwood: Well, now, this brings me our next question. At *Healthy Wealthy nWise*, we believe strongly in the power of intention to manifest outcomes. What is your current, most important project, and what intention would you like us here at *Healthy Wealthy nWise*, along with our readers and listeners, to hold for you?

Debbie Allen: The reason that I was telling you my newest passion is [www.MaximizingSuccess.com](http://www.MaximizingSuccess.com). That is an event business that I'm doing with my partner to make more wealthy people, kind of like what Mark Victor Hansen was doing.

We're doing our next, second big wealth building event in Phoenix the end of October, and we have another one coming up. We'll do a January telephone forum, so we can



get people all over the world. That'll be in January, so we won't have to leave.

Then in March, we'll do another live event, three days. Jack Canfield is our opening keynote speaker. Stedman Graham, you don't know him by the name. He's got a famous girlfriend called Oprah. He'll be our VIP dinner speaker, and that is all on passive income, how to double your income without getting a second job.

This is so exciting to us, because we actually did a huge stage production, put out thousands of dollars, invited people to come to these events for free, because we wanted to one, start the business, but two, we want to make a difference.

We're two women playing in the entrepreneurial field with big boys, and it's kind of funny, because all these big boys now paid attention to us, and they've become like big brothers to us. There are very few women out there doing what we're doing, to this level.

It's very empowering, because after the three days people were there, they're like shaking. Their mind set is changed and they're just like, "That's the person I need to meet. I'm so excited."

Janet Attwood: So, now Debbie, what intention can our listeners and readers hold for you today?

Debbie Allen: Their intention?

Janet Attwood: Yes. No, what is your intention that you'd like us to hold for you?

Debbie Allen: Oh. They would hold something for me.

Janet Attwood: Yes. That's what we're doing right now.

Debbie Allen: Just give me the power of empowering more people, because that's my passion, is to touch more people's lives and just help more people understand that they can open their minds up and to get their peak potential in life, and feel



more comfortable about being wealthy, only because you can enrich the world in your passion.

It just gives you more choices and people feeling more comfortable with the concept of accepting the abundance that surrounds them, and let themselves open to it. So, letting those lessons come out, more and more.

Janet Attwood: How can our listeners and readers attend your Maximizing Success program?

Debbie Allen: If they want to take quick action, and they want to come to next week's event, this will be the last time we'll have a free event like this, so they can go on to [www.MaximizingSuccess.com](http://www.MaximizingSuccess.com) and register. You've just got to put a \$100 deposit down so we reserve your seat.

You get that back when you get there, but you get to come to the whole event, three days, and you'll see all the speakers on there. They're all world-class speakers. They're all my mentors, people that we have traveled all over the country, spent thousands of dollars going to events to hand pick these kinds of people.

You're invited to come to that, because you're on this call. You have to be an invited guest, and they're invited to come. We do have some seats left. We may have about 30 or 40 seats left, so if they're serious, they've got to do it quickly. If they can't make that one, like I said, just get on the list there, and come to one of our other events.

Janet Attwood: Okay. Great. Thank you. Last question, and this has been so much fun. What single idea would you like to leave our listeners with tonight?

Debbie Allen: The single idea that I like to leave people is to accept change, because you can listen to these interviews, you can hear all this stuff and say, "I'm motivated," but you're going to forget most of what I said quickly if you don't listen to this again, over and over.

You've got to do something to change and get better. All I can do is give tools and ideas, but you've got to do



something to change and get better. That's part of stretching yourself. You've got to just stretch yourself and just go for it.

Where I learned to accept change for the better was from my grandmother. My grandmother was 85 years old. She was in pain every single day. She had crippling arthritis, and that's what her doctor used, that word "crippling arthritis."

She hated that, because she had to be in a walker or a wheelchair to get around, and she was just a very independent lady. I guess I got it from her, too, definitely. She just said to me one day, "Deb, if I can't change and get better, I'd just rather die. I don't want to live like this."

Instead of other people just accepting it, I said, "Well, what are you going to do? You've gone to all these doctors, and what are you going to do?" She said, "I'm just going to keep going to another doctor, and another doctor, until they tell me what I want to hear, some idea that's going to help me get better. I don't want to be in this walker, or I don't want to be in pain every single day."

She went to another doctor and he said, "I know something that can help you. I'm going to get you into water therapy, and this movement and everything is really going to help you feel much better." This was the scariest thing she ever heard, because the biggest fear she had in life was water.

She had a really good sense of humor, and she said, "Water. You could say anything but water, like electric shock therapy. Please, why did you have to say water therapy? I don't even go for a walk of the beach. That even makes me nervous."

He goes, "No. No. It's going to be okay." They put her walker down in the swimming pool. Can you imagine, Janet, how terrified she was? Not only was she in pain, she's going through the biggest fear she has. She has to do something - change, fear, all of this, and she was just petrified, just shaking.

She walked one end to the other, and they thought she's never going to come back. She was so scared, but she



came back the next day, and the next day. She got better and better. Janet, within one year, there was no walker. There was no cane. She felt better than she had felt in years.

My grandmother lived to be 92 years young. Three weeks before she passed away, she was actually teaching water aerobics at the retirement community where she lived. Is that an inspiration for change?

Janet Attwood: That'd better be in one of your books.

Debbie Allen: Oh, yes. She still sends me blessings from above, and she's my inspiration to help people change and get better.

Janet Attwood: For all of us, accept change. That was beautiful. Thank you so much, Debbie, for sharing your knowledge and practical strategies. This has been just so much fun, one of my very most fun interviews, I'll tell you, to date. It's been just a blast to listen to you.

I think one of the reasons why it's just been so inspiring is because this comes from the deepest level of conviction. You just feel that you still walk your talk, and are living everything that you're sharing with us tonight. So again, thank you so much.

Debbie Allen: My pleasure, and we're like-minded, so that's, I think, why we resonate so well.

Janet Attwood: I'm sure that's true, because you can feel it in the air when we're here together. Also, thank you for making your Shameless Marketing Success system available to all our listeners at such an incredibly low price.

For all of you on the line, if you've been struggling with how to turn your passion into profitable income streams, then be sure to go to the following web page and take advantage of Debbie's knowledge: [www.HealthyWealthynWise.com/Allen](http://www.HealthyWealthynWise.com/Allen).

Debbie, thank you so much for being with us.

Debbie Allen: My pleasure. I had a great time. Thank you, Janet.





Janet Attwood: Okay. Great. I look forward to us doing something again, so we'll have to talk.

Debbie Allen: In the meantime, stay shameless.

Janet Attwood: Yes. Very good, and in the meantime, don't forget about that article that I asked you to put in.

Debbie Allen: Okay. I'm getting that to you.

Janet Attwood: Shameless Self Promotion. I love it. For all of our listeners, be sure to join us on our next call on Tuesday, November 8, when we will interview award-winning speaker Les Brown. On November 22, we interview David Riklan, founder of [www.SelfGrowth.com](http://www.SelfGrowth.com), and in December, we have a special treat for you. I'll give you a hint. Oh, no, I can't. I can't even think. On December 6, we'll talk about passion with Mike Love.

Debbie Allen: California Girls.

Janet Attwood: Thank you. *I wish they...* I couldn't think of the song... *all could be California...* oh, I should just blow that. He's going to shoot me. A member of the Rock and Roll Hall of Fame, lead singer and founding member of the what? That's right, The Beach Boys, one of the most successful bands of all time.

Because of the holidays, there won't be a second interview in December, but we will start the new year off with a bang when we interview the number one *New York Times* bestselling author Wayne Dwyer on January 10, and I'm also excited that *Chicken Soup for the Soul* co-creator Mark Victor Hansen - a good friend of Debbie, Chris and I - will be the co-host for that interview. That's going to be a lot of fun that night, actually, all of them.

For those of you who want to check the schedule of upcoming interviews, you can do that by going to [www.HealthyWealthynWise.com/schedule](http://www.HealthyWealthynWise.com/schedule). We look forward to being with you for these incredible interviews. Thank you for being with us, everyone.