*Clay Lowder:* Man, you're gonna be rewarded because you stayed late. Winners stay late, and this is just gonna be the … oh, man. This is so special. The first time that I ever heard Ricky Kalmon I said, "You have got to come to Stansberry, 'cause you're one of the best, and that's all we do at this conference." So, I'm so excited to invite mindset expert and motivational speaker, Ricky Kalmon, to speak with us today. He's the author of a book, *Leverage Your Mindset: Overcome Limiting Beliefs and Amplify Your Life!*, and creator of the mindfulness and meditation app called Ricky Kalmon.

Ricky delivers programs that'll change the way that you life, the way you work, and the way you think. He reveals how our mindset is the greatest tool in achieving new heights of reducing stress, adapting to change, and creating success. Ricky has worked with Fortune 500 and 100 companies, sales team leaders, executives, and sports teams, teaching them to turn their best of intentions into their greatest accomplishments.

Check this out. Some of Ricky's clients. Pepsi, BASF, Disney, Dell, GE, AT&T, Lexus/Nexus, and even the New York Yankees. He's a visionary architect in personal growth, and today, just for you, he's gonna reveal his secrets on how we can use these simple techniques to leverage our mindset, potential, and prosperity. And I told you last night that just in three short sessions, he changed my life through my son by getting him to quit smoking. And he can change your life, too, so put your hands together, big Stansberry welcome, to Ricky Kalmon.

*[Applause] [Rhythmic sounds]*

*Recorded voice:* Would you please welcome, Ricky Kalmon.

*[Applause] [Music]*

*Ricky Kalmon:* Good afternoon. Hey listen, I thrive off of energy. How are you? I thrive off of energy. How are you?

*Audience:* Yea.

*Ricky Kalmon:* Good. By a show of hands, how many in this room would like to sleep better, feel better, have more energy, be happier, healthier, loose weight, work out more, play better golf, and have a better life any single day? Keep your hands up. Keep your hands up. Freeze. Look around the room. If someone does not have their hand up, please ask them what they're doing, and why their life is so perfect. You can put your hands down. You're gonna question them, aren't you?

I ask you that question, and you know that it was kind of a joke to lighten the mood for a second, but boy, when I said those things, how can we sleep better, feel better, work better, be more efficient, everybody would love a little bit more of that. I think you already understand that, 'cause that's why you're here. You believe the understanding that self discovery never ends. You're here to learn, take in information. But truly, deep down within ourselves, if we can become better every day, everything starts to change.

So, my whole career started very young, as a hypnotist, hypnotizing people for fun. My first program I created was for corporate events to literally hypnotize an audience to have fun. And I took the opposite of what was known and I made it into something very, very special. I'll share a little bit of personal here today, and then I want to get into some practical application. I'm gonna show you how to put those things to action that we just talked about.

In fact, my very first program was so unique. I was about 18 years old. I took hypnosis and said, "I'm gonna create a hypnosis show, and I took my very first publicity photo, and I'm hesitant now, I really am. This is my very first shot. This is what I looked like at my very first … yeah. See, that's funny. That got a better laugh than the other thing I just talked about. Okay.

That's my first publicity shot. I thought, "Well, maybe I should create that image, that look, 'cause most people think of a hypnotist with that starry-eyed look, and the swinging watch, and that's what it was." In fact, this is my very first show I ever did. This is the shot of the very first show. I was 18 years old. And then, after that show, I said, "You know what? I'm doing the wrong show. I'm doing what everybody else was doing. I need to create something different and unique. Why don't I take this concept and educate people and create a friendlier, better understanding of what this is?"

So for the last 34 years I've traveled the world, literally 150 dates around the world, on a regular basis, performing at corporate events, associations, from small groups, from 50 people to 5000. I've worked some of the most amazing stages, and what I've done is I took the show from the look of a swinging watch and made the show about the audience, and engaged them in such a way where they were the stars of the show. And then, in doing so, people were intrigued. "Well, what is this hypnosis thing. I'm seeing these people are relaxed. You're creating and framing a whole new reality. Why can't I do that for myself?"

And so that's what happened. From the beautiful stages, I started teaching and training people. I started taking them to the next level as a mindset expert, and literally revealing my secrets … I'm gonna do that here today … revealing the secrets of how you can sleep better, feel better, have more energy, literally change the way you think so you can change your entire world.

During the COVID, we literally launched a book called *Leverage Your Mindset*, and it became unbelievably popular for all my corporate clients immediately, because people were literally reaching for more content, reaching for more training. So we literally changed the platform from doing live events to doing virtual programs and literally teaching organizations on a regular basis how to leverage their team's success with the book. And the book was a practical application book that helped people through also a mobile app that we designed. And this was as two and a half year process in getting everything published.

So it wasn't something we came up with all within 2020, it was a long process. And the app itself helps you on a regular basis become more mindful. It helps you reduce stress, sleep better, play better golf, all things we we've talked about. But here's the thing. I'm gonna show you here today how simple it is, how you can instantly start to change the way you think about things.

Now you're saying to yourself, "Well, do I really need this information, and will it work for me?" And sure, I know understand mindset's important, but are we really aware of how important? In fact, today I want to challenge you to try to figure out how unaware … I'll say this twice … how unaware are you of being unaware?

Let me give you an example. Right now, everybody think of a number from 1 to 50. Both digits are on, but not the same. Think of an odd number, 1 to 50, both digits are on, but not the same. By a show of hands, how many of you in this room are thinking of the number 37? Okay, about half of you right there. Alright, do this. Take your right foot, raise it up off the ground. Now, turn your foot in a clockwise position. Start doing that. Turn your foot in a clockwise position. Don't stop. Keep making a circle. Now, take your right hand, put it up in front of you, like you're holding onto a marker. Keep turning your foot clockwise position. Now draw a very large number six.

*[Laughter]*

Yeah, it looks like y'all just failed a sobriety test by the look on your face right now, right? Yeah, of course. And by the way, if you're still doing this, we're done. Stop.

You see, our mind takes over. Why did you pick 37? Well listen. Your mind starts to think of numbers. And when I say odd numbers it thinks of the most common odd numbers. Some of you might have thought of 35, 17. Sure, of course. Maybe one 13. But the most common odd number at first, where the brain's programmed … that's a key word, programmed … to think about is three. Then seven. This was a take over by the brain. It was a conflict of left and right brain. And immediately it called the action. It took over before we started, based on the suggestion that we were gonna do something different.

Your mind is in control a lot more than we think, and yet, at the same time, it could be your best friend, and sometimes our … worst enemy. That's right. But yet we blame our worst enemy for our actions. Sometimes our brain, our mindset can sabotage our success before we even start. Before we even start, it's already determined what's going on. I'm gonna guarantee you right now, everybody in this room, that your mindset has determined so many things of your actions, your decisions, your conclusions, your arguments, your resolutions before you even start. Your mindset directs your actions.

But yet, at the same time, do we give it enough attention? Do we give the mindset the attention that it deserves? And some people will say, "Ricky, are you just talking about this relaxation fluffy thing, where you're just gonna meditate and take a couple of deep breaths?" Let me tell you something. This goes beyond that. This goes beyond just an understanding. These are not soft skills, these are hard skills, hard skills to make ourselves better. Be a better version of yourself.

There's a reason why the Navy Seals, on a regular basis, use this type of training. Current engaged active Navy Seals and veterans use mindset training and mental conditioning, mental coaching, mental awareness to help them cope, manage and relieve stress. I don't care how successful you are, I don't care what you do or where you are in your life, but I'm gonna tell you right now, what I do care about is showing you how you can be better at those things that you want to do. Whether you're just starting over in a career or business, an entrepreneur, or whether you're doing some much more in your life, and you just want to push yourself a little bit harder, mindset understanding and meditation can take you to the next level.

When I'm working with a well known professional athlete to a CEO of a company or 5000 sales individuals, we start with the premise of understanding that mindset has purpose. Mindset is something you should be doing. And I promise here today, in the short time that we have, is to add value to you personal and your professional lives. But my purpose is to release yourself from the familiar, that warm blanket, that status quo, that feeling of comfort and get yourself to really embrace the unfamiliar.

During COVID, how many of you saw a friend and you said, "Oh, this is the new normal." Isn't every day the new normal, or are these unprecedented times? You see, we program our mind to believe these thoughts and do they guide us to an area of disbelief or a preconceived outcome that hasn't even happened yet? Well, my friends, I'm here to tell you, you can do a lot more. In fact, when you leave here today, and you're walking out from this presentation, what I want you to challenge yourself and I want you to think about, in fact I want you to think about this tonight, are you more equipped to do better? Can you sleep better? Can you feel better? Can you invest more time doing research and reading more information, and use that time wisely as an investment in yourself?

If I gave everybody in this room a personal audit, a personal audit of the things that you spend time on, your assets, your portfolios, your homes, your cars, your vacation houses … we all give so much time and effort for all those things, and please do not dismiss, I think you're doing awesome when you do that. But the real question is, how much time do you give yourself? How much time do you actually give yourself to shut down? Let me go a little bit deeper with you. How much time do you give yourself just to do nothing but breathe? "Well, Ricky, I play golf, I'm active, I actually love reading articles, I love doing research, I'm fascinated with information. That's my personal thing." No, no. I'm going beyond that. How much time do you give yourself to truly just shut down?

When I'm doing my comedy show, it takes four and a half minutes for somebody to relax and transform their reality. So now I ask you, could you give yourself four and a half minutes every day to be more relaxed and more focused and clear towards the things you want to make happen in your life? 'Cause everything else works better. How often have you been frustrated with something, overwhelmed, burnt out. You walk away from the situation, you're able to perform and work better, based on that belief.

You have to ask yourself, "Can I do better?" In fact, my book, *Leverage Your Mindset*, that's the first lines of the book, can I do better? And it's not criticism, it's actually a way of thinking, "Can I challenge myself to do better every single day? Can I celebrate that new feeling?" And you can. You can, if you allow yourself to do it. But it all starts simply with also understanding what goes on between our ears. Now, yes. In the last year and a half we've been challenged with so much information, misinformation, good information, bad information. There's a lot out there.

You cannot control everything that goes around. But you can control how you perceive and you react to that situations. Somebody's negativity can be theirs and they can own it, but the way you perceive that information is up to you. Your feelings, your emotions, you own them. But how aware are you of where it's taking you? Can you give yourself permission? Can you give yourself permission to make that change?

So I'm gonna ask you right now. Take a moment. All of you have a piece of paper. What's your intention? Do you want to be wealthier, more stable? Do you want to be happier? Do you want to sleep better? Do you want to work out more? Do you want to be more proactive to becoming a better leader? If you're running an organization, could you be a better leader to make better leaders, a better spouse?

I'm sure if I came up to you right now, individually, if I walk there out in the audience and put this microphone in front of your face, "What do you want to do?" you could tell me something pretty important to you. But don't allow it to be a random thought. Give yourself permission. Give yourself permission to do it, 'cause relaxation's gonna help you do it, but you gotta give yourself permission.

So on a piece of paper, right now, write down a statement, whatever it may be. You want to be healthier, more focused, whatever it is, one line, one statement, do that right now. Don't dismiss the simplicity of this exercise. I've shown professional athletes, I've shown corporate leaders, I can show you right now in the short time we have together. And, by the way, you're gonna act on these things. Whatever it is, make it valuable.

Now I'm gonna date myself a little bit here, and I think you could probably all somewhat understand. Once you finish that statement, I'm gonna ask you to do something pretty powerful. How many of you in this room have ever received a check that was not signed? Or maybe in your lifetime you wrote somebody a check that you forgot to sign. Has that ever happened to anybody in this room? Okay. You received the check, you wrote a check, it wasn't signed. It's worthless, right? That piece of paper can be left on a counter, on a desk, you don't care. It has not no meaning without the signature. The signature's a promise. It's a contract. The question is, once it's signed, what do you do with it? What do you do with that check once it's signed and you have it in your hand? You deposit the check, don't you? Right, 'cause you want the money. It's a contract. You could take it right away. You covet it. You put it away. Even if you don't deposit it right away, I guarantee you will do something to protect it.

That piece of paper right now with that statement is not owned by anybody in this room. So whatever your intention is, if you want to invest more time in you, and that's why you're here, that's why you're taking advantage of being part of this organization and invest in yourself. Why am I here? Because this leadership cares about giving more information to you. But without the right mindset, what's gonna happen? Sign it. Now sign it. Make a contract with yourself. That's your statement. I don't want to ask anybody what you wrote, but sign it. Now you've made a commitment. Now you're not gonna leave that piece of paper on the desk. Now you're not gonna leave it accessible where anybody can see. Now that's a contract with you. And how do you fulfill it is to be more relaxed.

And don't consider relaxation a luxury, it's a necessity. It truly is. Relaxation is something powerful. Don't be one of those people at this airport when you're leaving, you're flying back home and you say to whoever you're with, or when you're on the phone with somebody you go, "I need a vacation from my …" Yeah, have you ever heard that? Well, what were you doing in the first place? And why do you have to go on vacation in the first place to actually relax? Why is it that we have to do that? You know, relaxation is a very powerful thing. But you start to embrace relaxation, could you invest four and a half minutes, five minutes every day to relax, to be a better version of you? Yes, or yes? I always ask you a question for a yes answer. So I'll try it again. I want to year you. Yes or yes?

*Audience:* Yes.

*Ricky Kalmon:* Of course. By you saying it right now, I believe you. I don't want you to participate here and just go, "Okay, yeah, I understand. I've tried this before. You know what, my attention … I am not really good at relaxing." Guess what, you're in the right place. I'm really good at what I do. And, by the way, if you already understand this, well, this is gonna be a great enforcement tool.

So let's talk about something powerful, that permission you just gave yourself. You committed to yourself to that … And, by the way, that contract, that permission statement, that can change every single day. That's right. You can change that intention. Let's just put it to action. Write it down, sign it, hold on to it. So whatever you wrote that on, whether it's your notes, the book they gave you, I want you to rip that … not now … rip it up later on, rip it out of the book and hold onto it and covet it, hold it, go back and refer to it. Tape it on your mirror in your bathroom. Tape it on your desk. Put it on your computer screen. Let your mind actively see the promise that you're trying to keep, and see how unconsciously you make better decisions to make it happen.

So, let's talk about this. I'm telling you something right now. My favorite line right here, this is it. The brain. See, the brain right here, that's the most powerful hard drive in the world. It's very much like these devices we all have, this technology that we love, these cell phones that we have, these devices, these smart phones. They're amazing. This is basically a hard drive just like our brain is.

Now the question is, so the hard drive of the brain is run off of beliefs, feelings, emotions, skills. So is this. You see, this hard drive here does not work unless you update the software, or install the software. And we want the latest and greatest. In fact, we protect it. I got my case on mind, little glass cover. We try to protect it like the skull that it is, to protect the hard drive. And we'll take full advantage to update these devices to make them work better and more efficient. In fact, I bet you, when all of you look at your app store, whether you have an Android, an iPhone device, you're gonna look at your app store and like, "Wow. I've been gone from the home for 27 … there's 27 updates on my phone." And you will update this to work better.

The question is, how often to you update your mindset, your own personal hard drive itself? How often do you take yourself to the next level? That software that's guiding you in the direction, because many of our beliefs and feelings that we might have created over a lifetime aren't serving us well.

All right, let's give you an example. Many of us are always trying to stay healthier. Mindfulness. Thinking of health as an important factor. But when it comes to weight loss, more than ever, the more people say to me, "Ricky, I cannot lose ten pounds." And my first answer is, "You're right." "What?" "Well, you've just told me that. That's your programming. You've actually solidified your belief in that based on that word or that sentence, 'I cannot do it.'"

Now humor me for a second. Could everybody in this room lose one pound because you made better choices during the week to lose one pound? Maybe eat half of what's on your plate, make better choices. Raise your hands. Of course. That's pretty simple stuff. Humor me for a second. Sure, you could do that for one week, not eat everything that you paid for, make better decisions, you can lose one pound, absolutely. Do that for ten weeks, you've lost ten pounds. You've changed your software of your belief.

And you weren't on a diet. Does anybody want to be on a diet in this room? It has the word die in it. Does anybody want to … It doesn't sound like fun, does it? Have you ever offered food to somebody that's on a diet? "Would you like to have some of this?" And they, "Oh, I'm on a diet." Don't you want to give these people a hug? It looks depressing. You don't want to do that.

Diets have done it for generations. It's a roller coaster. You starve yourself, you might lose some weight, and all of a sudden you look at that box of Oreo cookies and … Have you ever had one Oreo cookie after a diet? No, it doesn't happen. Your brain changes. But if you change your software to align with your best of intentions and update your software in a relaxed state of mind, things start to change.

Now, professional athletes spend hours, days, training their muscles, creating muscle memory. I'm sure if you're a golfer, you understand the importance of developing the muscle memory of your swing and your stance, and the way you look and the way you project the vision of where the ball's gonna go. But that goes in the next level is how often do you train your brain? How often do you train your brain to guide it where it wants to go?

Remember that statement, self-discovery never ends? Because when you start to change your programming, you change everything in itself. You start to trust yourself even more by your beliefs and your confidence of what you want to do. I'm gonna share with you a couple quick stories here, 'cause when you start to ask yourself, "What would happen if I focused just a little bit better on the things that I want to put to action?" You make a conscious decisions, you give yourself permission, things start to change.

Give you a quick little sample. When you have confidence and belief to change something, wow, results happen. This is a gentleman, his name is Greg. He sat at a sales group that I was doing, about 5, 500, 600 people. I gave this presentation about sales, and being a solution provider, and having the mindset, a sales growth mindset we talked about. He had no intention of coming in there that day to talk about and think about losing weight, but something that I said, something captivated him. Maybe … whatever it was. Maybe it was to address things in a different way, think about my software.

Well, a year later, Greg reached out to me. He said, "Ricky, I gotta tell you. A year ago I sat in your presentation." He reminded me of the story. He goes, "I went online. I started listening to your audio programs on losing weight. A year later I have kept off 100 pounds." And he wasn't on a diet, he said. He never deprived himself. He made small changes in his life, and he sent me this picture. He's skydiving now. He was on a sales call, saw these people jumping on a plane, skydiving. He called the company up. He goes, "I want to do that." They said, "Come on down." He's done over 250 jumps to this date, and we still stay in touch.

I have a podcast. I interview incredible individuals, how mindset has had a profound effect on their life, from astronauts to professional athletes and CEOs, and I reached out to him. I said, "I want to put you on my podcast." He said, "I'm a nobody." I said, "No, no, no." I said, "You're a somebody, because you're gonna inspire some other people." He goes, "Aw, you're absolutely right. I want to share." So you want to do that, you can do that online. You can listen to my podcast about that.

So, fascinating story about Greg, but the big thing is, is that I realized, and I reached out to him after. I said, "So what was the thing?" He goes … He said, "This is exactly it. When you put things in their proper perspective, I freed myself to address the solution, rather than the problem. You see, I was complaining so much about my attitude, complaining about the things that I wanted, or what was wrong, and I didn't have a solution to fix it. My mindset was telling me everything that was wrong in my life, and I had no solution. I had not changed my software." And he realized, again, like many people, the words we say to ourself are magic to the receptive listener. Think about it. The words you say to yourself, internally, externally, frame your reality.

About eight years ago I was in this town. I was over at the Mandalay Bay. I did my first event for the Dell Corporation. They're here every February. They bring in all their teams from all the different parts of the company. I did a group of about 350 people, 300 sales individuals and leaders and managers. I sat, like you're sitting here, and did this presentation. Several years later, a vice president of another division reached out to me and said, "I want you to come and speak to my group." He said, "You probably don't remember me, but I was the timid, small individual that wouldn't speak up during the conference, ask questions."

But he sat through my program, followed some of these simple things, the five minute relaxation, the permission, the updating my software. He goes, "Now I'm running this whole division." He goes, "I had the biggest fear of talking in front of a podium. I could be fine for five or six people. I'd get up in front of the podium and all my fears got the best of me. They held me back from being a better speaker. I knew my content, I knew my company, I knew our products and services. I know how to be a solution provider, but my fear got the best of me at the podium. You taught me relaxation before I go on out and present," and to this date, he's now running an entire division, just for himself. And right before he introduced me after he hired me for his group he said … told everybody what he was doing … he said, "Even today, before I walked out, I still took a few moments to breathe differently, think differently."

You see, when we start to choose and become more aware of our unconscious beliefs, we start to change. Have you ever taught a child how to ride a bike in your life? Show of hands. Yes? Okay, of course. Child falls off the bike, what do you say? You get back up, right? You don't say, "You're worthless, forget it. Don't ever try that again." No, you'd never do that. I would hope not. Nobody agreed with me, right? No. We, as a teacher, coach, aunt, uncle, whatever it may be teaching that child how to ride a bike, we would speak to them with confidence and belief that you can do this, you can get up. You were … I got your back. But as adults sometimes we forget to speak to ourself the same way.

There are times in our lives when people say to me, "I'm challenged. I'm overwhelmed. I don't think change is gonna happen. I don't think I can be any better. I don't think that my life will change, so I'm just gonna stay here because I'm fearful of the change and what might happen. I'm fearful of failing." And what happens when we fail? We feel pain or emotion.

Tell you a quick story about the woman who came up to me after one of my presentations. She said, "You know what? You use words like positivity and optimism and confidence. I didn't speak that way for years until one day my life changed. That's right." She said, at six-thirty in the morning she got up with her six week year old girl, packed up a laundry basket and got in her car and drove away from her home. Where's she gonna go? She wasn't sure. She drove for about four and a half hours, ended up at her parents' house and stayed there. Stayed there for about two and a half years. Why did she leave? She was in an abusive relationship with a husband that was addicted to medication and prescription drugs.

All the negativity she believed. She didn't think she could ever do any better. She believed the environment was what it was. But then she chose different words to speak to herself. Those words are powerful. Fight. Be strong. Be confident. Be true to ourself. Think about it. She filed for divorce. It took two and a half years. She fought for one thing. She fought for the custody of that child, no monetary value.

When I say she left with that laundry basket, that was the last material things that she ever saw from the home that she started with her husband. Everything that she owned was thrown outside by people to get. It was a horrible divorce. Lost everything monetary, but she didn't lose touch of fighting for that child. Optimism, confidence and belief kept even when it was tough, even when she was fighting the courts to maybe the chance, would she get full custody. In fact it got so bad she had to prove that he was so unstable that eventually the courts believed her. And if he was ever gonna see that child, it was with an armed officer of the court.

While while she was living with home and old boyfriend happened to call out of the blue, a college boyfriend. Had no idea that she was living at home. Why did he call? He was calling to talk to her parents because they had a relationship with him when they were dating in college. He called to say hello, not to find out what was going on with her. Well, find out that she was living at home, she has a little girl. Quite shocked. They ended up talking on the phone, and they developed a relationship. He stuck with her during the divorce, in that two and a half years, that divorce was finalized. They built the relationship. Yes. And it had a happier ending. They ended up getting married, which is a pretty amazing thing.

Six weeks after the divorce … I'm gonna back up for a second … six weeks before the divorce, after the divorce was finalized, the husband overdosed and killed himself. And then six weeks later they did get married.

You know, optimism, confidence, belief is something we have to constantly program our mind to do. On a regular basis, whatever you do, whatever you do every single day, whatever your passion, whatever your purpose is, if you're leading a team, if you're an entrepreneur, if you're just constantly investing in what you're doing, you are investing in yourself. Investing in yourself can be the greatest investment you will ever make in your life. And that's why I know you are here today. You choose differently.

So right now I want you to create more of intentions besides just that permission statement. How many of you have ever made a grocery list and you forgot your list? Yeah? Now I'm talking about you. I'm talking about you, yourself wrote the list down, and you get to the store and you forgot the list. You know, studies have shown that most people that write out the list, once they get to the store, they don't need the list.

In fact, the studies have also shown that those people stand in the store and get everything in the consecutive order of what they wrote down, because usually the people that write the list out start designing the list based on the diagram of the store, and they don't window shop, they don't detour. In fact, they're more efficient without the list than just going and just randomly grabbing items.

So right now, if you have an intention to be more productive, happier, healthier, more grateful in your life, give back to your community, write down a list, a grocery list right now. Clay Lowder talked about some of those thing here yesterday. He talked about having intentions, about writing down goals and road mapping, and actually creating a plan. This is not … this is nothing new. It works, but you have to act on it.

You have to have the auto thoughts and belief that you are gonna correct the programming that's holding you back from doing things. So, real quick, write down an intention. What do you want to do? Do you want to eat healthier tonight? Do you want to make a better choice? Do you want to be more efficient? Do you want to be a better leader, better listener, better communicator? Write down an intention. But when you write this down, I want you to write it down with true intention. I want you to update your mindset app as though you're truly writing it down. And I'll show you something in a quick second.

So write down one thing, what should you be doing? But write it down as you're doing it, meaning, "I am eating healthier. I am more proactive. I am calmer. I am less stressed." And don't say, "Well Ricky, wait a minute. I want to get there." No, you have to say it as though you believe it. And don't be that person that says, "Well, I'll believe it when I see it." No. Folks, you will see it when you believe it. That's right.

You see, our mind works in two ways. I told you about this before. That hard drive, that old software is very simple to understand. You see, there's that old, out dated software … we can put that slide … very good. There we go. It's that limited beliefs, that side of our brain that says that change is overwhelming and, you know what, criticism. If I hear criticism, I'm perceived as failing. And then challenges itself … oh, we … there we go, good. Challenges itself produce frustration, and then I'm just comfortable with being where I am. I don't like change. Well, then you're right. That old programming thinks that way, and that negativity is perceived as … dominates that software.

But if you update your mindset app, like we're doing here, and we're just having this discussion, opportunities and challenges now become something different. That's right. You adapt to change differently when you update your software. Your accountability is higher, and your unrealized potential is strong. In fact, how many of you have ever heard somebody say, "You need to reach your fullest potential?" Can I ask you a question? When you reach your fullest potential, what do you do next? I don't know. What are you gonna do if you're done? Were you done? You pack it up? No.

Unrealized potential. I think we have potential every single day. Every athlete, executive, every individual. I'll keep repeating this. Everybody that I've seen succeed even more in their life is because they reached for a stronger potential, and they have confidence and belief to do it. They ignite things with purpose and prosperity at the same time. And I'm telling you, focus and concentration become the heartbeat of their direction, and yes, self-discovery never ends.

As you sit here today and you write down these things, don't just think that these are just little exercises. You're creating a roadmap, a software program that's gonna guide you. Have you ever put something together thinking you can do it without looking at the directions? "Yeah, I got this. Don't worry." How many of you in this room have ever done this? Yes. Right. We get these … yeah, especially that Ikea thing. Forget it. You know what? You get these instructions. You think you're a big shot. You put this together and there's that one thing that you didn't pay attention, that one shelf that should have been turned the other direction, and if you would have followed the direction, you would have been fine. That's your software plan. That's why you're creating the I am statement.

So now you just wrote down one thing. I'm gonna lead you in the process of acting on it. So write down one more thing, one more thing you'd like to focus on, be better at. You got a permission statement that you signed. You got one or two things … you can add a couple things to the grocery list, your subconscious grocery list. Okay? Now, write a couple more things. I am.

*[Silence from 0:34:09 to 0:34:33]

[Background music starts]*

When you're done with your list, go ahead and look up at me. You hear this. What are you thinking? Relaxation, calmness. Does this frustrate anybody? Does this feel negative? Everybody a little bit calmer in this room? Kind of feels like you're at a spa. What's next? Right? Changes … we're conditioned. We heard this music at some part of our life, something like this, and we changed our perspective. We hear this and it's time to relax and focus. We've triggered ourself to do that.

So now, let's put this to action. If you'll allow me, let me take you to a place of relaxation. You're not gonna be asleep or unconscious. We're not gonna ask for bank code numbers. You're just gonna relax. Who doesn't want to relax? Who doesn't want to get calm? It feels good. Turn off everything else in your life right now and just be present. That's what I'm asking you to do. Again, regardless of what you do, what your intention, be present. Be present in who you are.

So, if you will, here's what I'm gonna do. Let's prep. You can do this at home. You can do this in the morning. You can do this in the afternoon. I want you to focus on you for a moment. I want you to focus on you. I'm gonna ask you all close your eyes in a moment, and I'm gonna ask you to breathe in and out. That's all it is. Are you with me? Yes or yes? Some of you are like, "Just do it already. Let's go." Alright.

So if you will, stare at something up in the ceiling, and I want you just to commit to it, and close your eyes. Simple. You closed your eyes. Your intention is there. You're in charge. You're in control. In fact, you hold the remote control. All you have to do is input the right suggestions to help your body and mind relax, to unconsciously act on your best of intentions and making your greatest accomplishments.

Now that your eyes are closed, I'm gonna ask you to take three intentional, deep breaths of air. And as you take it in and out, you exhale, you release more tension and you become more present in the moment. Let's do that together. One, take a deep breath. *[Loud breath intake] [Loud breath outtake]* As you do, your body just mind relaxes. Every intention becomes more important. You become more present. No judgment. No questions. Just being aware of this quiet, inner peace. Another deep breath on two. *[Loud breath intake]* Exhale. *[Loud breath outtake]* Fantastic.

Welcome this attention to space. It seems so simple. As you breathe in and out, your body naturally relaxes. And now here's your third deep, intentional breath of air. *[Loud breath intake]* Way down. *[Loud breath outtake]* Excellent. Allow your breathing to discover its own natural pace. Just be aware of your breathing, as it flows through your body, through your nose and your mouth. The oxygen heals you, calms you. You become more present and aware, and it seems so simple what just a few deep breaths of air, you have put yourself into the most relaxed state. You're in control

As you hear my voice in guiding you it becomes simple. That's my job. Just listen to my voice and allow me to be your coach, as you coach yourself right now to relax. Your whole body feels loose and limp, and your body feels relaxed. And now your intention is the focus on what's important to you.

Reducing stress, becoming more calm should be a daily activity of everything we do. If we take the time, set the intention, put it on your calendar. Yes. Make an appointment with yourself just to sit there quietly and breathe and appreciate the personal time. And whenever stress or tension enters the room, tell yourself just take a deep breath of air and release. *[Loud breath intake] [Loud breath outtake]* You feel more relaxed.

And now, focus on the intention that you wrote down earlier on your grocery list. That's right. Your subconscious grocery list, your new software that you wrote here today, your new plan. What's your intention? What do you want to do? Visualize that list. But go one step farther. What's it gonna take to make it happen? What do you need to do to make that intention in a reality? See yourself doing it. Now actually see yourself acting on the intention. And what's it feel like, once you've accomplished it? It feels amazing.

You see, when we update our thoughts, we give ourself the ability to grow, and we realize that self-discovery never ends. Don't take for granted the simplicity of relaxation and calmness and awareness and mindfulness. You change the way you think, you change your entire world. Update your grocery list on a regular basis, and you become a better version of yourself. You create new software. As I count from five to one, you'll open your eyes. But before I do, I want you to change the channel and use visualizations and guided thoughts from the past or even in the distant past as a fuel to guide you even more.

Everybody in this room, choose a memory right now as your eyes are closed that should make you smile. Choose a memory, an accomplishment, an occasion, whatever it may be, choose something you've done in your life. Maybe it was with somebody. Maybe it was a business decision, a gratification, a sale that you were waiting for, a celebration of love, whatever it may be. Everybody choose something that should make you smile. And don't be ashamed of it, smile. It's a great feeling. Smile.
You see, you just changed the channel right now. Even when stress or frustration comes in the room, you can use that thought that you just had right now to embrace change and opportunities.

As I count from five to one, open your eyes, feeling amazing inside. I want everybody to stand up, and I want you to say the words, "I feel amazing." So here we go, my friends. Five, four, three, two, start to move around a little bit in your chair, start to get that energy going through your body, accepting all suggestions. Here we go, all the way up, and ladies and gentlemen, one. Everybody stand up right now and yell the words, "I feel amazing inside."

*Audience:* I feel amazing inside.

*Ricky Kalmon:* See? You say it. I believe it. I believe you, and you said it with a strong conviction and belief. Go … have a seat for a second. Don't look at your watch. I'm gonna ask you a quick question. Before I sum up, *[Inaudible comment]* \_\_\_\_\_ *[0:41:26]* how long do you think you eyes were closed for? How long? Five, six, seven, ten? What do you guys say? Yes? Three over here. Four and a half minutes. Here we go. 27 minutes your eyes were closed. I'm must messing with you. *[Laughter]* I'm just making sure you're paying attention.

So regardless of what your intention is why you closed your eyes, can't you see the benefit of taking that time? And I'll bet you, as you sat out there, as you listened to me as I helped guide you in that state, no different if you were listening to me on my app, I'm gonna guide you through that state, I bet you everybody in this room, if I walked up to you, said to yourself when your eyes were closed, "This feels good." And it does. Don't take it for granted. You have the power. You always did. Again, change the way you think, you change your entire world.

So today I really wanted to open your eyes to the possibilities of your mindset. This doesn't stop today. It's a constant repetition. Repetition of positive thoughts and exercises changes everything you do. I can guarantee you can do more in life with positive thoughts and do so much better when you implement your software.

Today was simple, but you gotta act on it. So if you enjoyed it, do it. I'm telling you. I answer every personal request online to this day. I get an average of about 3 to 400 emails, but I will respond personally. I still … and my team thinks I'm crazy. I still respond to every email from my book to the mobile app and everything we do. I personally want you to succeed at what you do, and become a better version of yourself. I want you to share your story with me here today. It was really, really simple here. I shared with you some stories, but I wanted you to really think, think about these words. I'm gonna put this slide up real quick.

Turn your best of intentions into your greatest accomplishments. It's really simple when you do that. Take action to it. All it takes is updating your software.

Embrace change, growth, and opportunities with purpose every day. Again, that was validated by my friend, Clay Lowder. He told you that. Create purpose in what you do, even if it's just investing more in yourself, create purpose.

And be a better version or yourself every day.

My friends, again, this will work for you, but put it to action. You allowed me to share with you some stories from Greg who lost the weight, to the executive over at Dell, and then the young lady that changed her life. Change your life for the better. Changed her life to create a better version of herself, and look what happened. I told you she married her college boyfriend. Well guess what. The college boyfriend that called out of the blue, that was me. That's right. That's our wedding picture. That's when we got married, and I say we got married, because that's the little girl that she fought for, and she won that case, and she won that little girl's heart even more every day as we remind her how life is, and yes, I adopted that little girl.

And we have another little girl. My daughter's now 24 years old, she's a nurse in health care, and now studying to be a doctor and nurse practitioner. My other daughter, my youngest is also studying to be a nurse.

Thank you for allowing me, thank you for listening here today. Thank you for creating more purpose and being here and taking this information and being a better version of yourself. Make it an amazing day, 'cause today is gonna be the best day of your life.

*[Music to end]*

*[End of Audio]*