

# Turn Your Passion to Cash

## July 27, 2010

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Michael: Welcome to Logical Soul Talk. My name is Michael Craig and I'm your host for this weekly talk radio program. This is a show where I get to either interview some of the best, brightest, and most creative people in the world, or talk about subjects near and dear to my own heart.

Today is the latter during the 30-minute program today I'll focus on the subject I find fascinating and that is the Logical Soul, and how it works, and more specifically the topic tonight is branding from the soul. How to turn your passion to cash and I'll get to that in a minute but first little background.

You see as a chiropractor from many years I discovered that most people including myself have an underlying pattern of what I call hidden decisions that we made small children or picked up from our parents, teachers, or even our ancestors, and these subconscious decisions form a reality and affect our motivation, and our destiny. Consequently these hidden decisions can either propellers to greatness or lead us to self-sabotage, and failure.

Now quite by accident many years ago I discovered I can access and change these hidden decisions to allow amazing results to happen in my own and other people's lives such as rediscovering a lost passion, finding a soul mate or getting really, really clear on cashflow and things like that. And you can get more information on the logical soul technique, books, courses, meet up groups, and more at [www.logicalsoul.com](http://www.logicalsoul.com). Well, there be sure to sign up for my free e-sign it's full of powerful tips for a self-discovery and many more things.

Now I chose my topic tonight in order to help you develop a plan to discover your own passion and inner wisdom. And my goal in every show is that you walk away with something powerful that you can use in your life that will add to your motivation and nourish what I call your seed of success.

So listen to the show and take notes if you like, after about 10 or 15 minutes I invite you to call in with your comments and your questions. My number is 347-843-4544. If you're listening online you can hear me but you can't talk so you'll need to call in that line I just gave you to raise your hand, press 1 to raise your hand and ask a question, or you can actually call in on the phone line that's 347-843-4544 and listen to the show on your telephone.

So now what I'm going to talk about today is called, "Branding from the Soul" and I mentioned that beginning of the intro here. And really this took a while to come about because my main

book is called the, Logical Soul, eliminating self-sabotage, and 30 minutes or less for success, wealth, love, and happiness.

And I was pretty clear with what the technique did. However, I was having a problem trying to figure out how would it applied to people in everyday lives and so forth and I really came up with this idea, Branding for the Soul when I started hanging out with some Internet marketing folks and some really successful business people and discovered that a lot of what was missing, and a lot of these success courses that are taught in business course and even online course things of that nature was that a lot of the successful people assumed that you're starting from your passion before you even learn the course.

In other words if you say signing up for a course, how to make \$10,000 a month on using Internet marketing, something like that and you spend your 300 bucks to buy this course, home study course or whatever it is or a thousand bucks or whatever you pay. And it sits there, and it sits in your garage, in the corner or somewhere because you don't even open the package.

Now, I used to wonder what in the heck, why in the heck would he buy, spend money and let it just sit there until, I did that a few times myself and realize, you know there's something to that, I don't know why the heck I did it. And it seems to be there really a self-sabotage action and I was trying to figure out what in the heck is going on here and what I found was that after digging around and after working my own stuff about that and working with hundreds of people I discovered that really it has to do with your own motivation, your hidden motivation.

And what I mean by that there's a lot of times we have stated motivation, in other words I want to be a successful business person or let's say I want to be a successful radio show host or I want to be a successful teacher, doctor, or you know chief cooking bottle washer whatever that is I want to be successful at whatever my chosen field is.

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But what we don't realize or what we haven't realized is that we never chose that in the first place. I used to think I want to be really successful in real estate and I did I went out and you know paid thousands of dollars for success courses in real estate. And I went all the classes, and the courses, and seminars, and workshops, and I really got in to it. And in fact I did all the things that they were talking about. I walked through all the steps, I listened all of the seminars, I took all the advice, I did all that.

And for some reason the same steps, even though my real estate guru it was widely successful for him I did the exact same steps and guess what I didn't succeed. I didn't come close. There was something missing, and I was beating my head against the wall saying, "What in the heck am I doing. I'm doing the same exact thing as my success guru is doing and life just slams me". It seems like there was nothing that was coming my way. It seems like everything I attempted was just stopping me cold. I could not figure that out for the life of me, what was going on?

And I guess what was really going on was that I was getting this message from deep within my soul that this is not your passion. This is not what you're intended to do. This is not your work. This is not what you are about. And for many years I would try to ignore, you know I would play music, teach this course, teach that course. I was – years ago I was in the mail order marketing things like that. I got – I became a photographer, I was doing all sorts of stuff and of course I became a chiropractor which I don't regret and I spent years in practice doing that.

And then I work from home for a while and I got back in to real estate and I really thought that that was going to be it, that's how I was going to make my fortune. That's how I was going to retire and spend the rest of my life, doing the things I love to do. How many of you have tried that? Well, I'm going to work for years and years and save up the money and then I'm going to retire and do what I really wanted to do.

Somehow for some people that works, now I don't know why it works for some people and not for others but some people just have a mindset to work. It doesn't really matter what I do I enjoy what I do and as long as I'm making money and really having fun. That was not me unfortunately. I wish it were be, many times I wish I can just do what somebody told me to do and it actually worked. I could not figure out why until later I realize what, you know if you really got a passion for something and you don't do that passion life is going to just slam you, life is going just slam you up against the wall and say, "no this is not it".

And that's a kind of language which is kind of harsh really but it's life sort of teaching you that your passion is not where you think it is. Your passion is not where you think it is. Your passion lies somewhere deep inside you and you can't hear what it saying because you're yapping so loudly trying to do the things you think you want to do and I tell you that was a big lesson, it was a huge lesson learn for me.

So Branding from the Soul came about because of that desire to find my own passion. And finally when I begin to step in to it suddenly I begin to you know the lenses on my foggy glasses begin to clear up a little bit and suddenly the light begin to shine, I begin to see, you know. I was blind, I was absolutely blind I could not see beyond my nose because what I thought I wanted to do was so far away from what was actually what I needed to do.

You know the funny thing is, is that my wife kept telling me, "this is what you're supposed to do", all my friends were telling me, "well this is what you're supposed to do". Finally, you know after being real estate for a while and I always want to write a book on real estate and do all these kind of stuff. It finally took an intervention so to speak a friend of mine, Ed Philly who has interviewed me on his show and my wife ordered me a Taco Bell and make in one day this is about a couple of years ago, it was actually, yeah a couple of years ago and told me, "look you need to finish your book" they were talking about the Logical Soul.

I just didn't you know up until that point I have resistant because I was really focused on my real estate, I didn't want to divide my attention but finally I realized, you know they're right I can't resist this anymore I have to come from what's true for me. And so finally being the stubborn guy that I am I finally gave up the ghost on trying to get it my way and actually doing, living my passion. Starting slowly at first, I didn't quite catch it, you know it took a while. It took some doing but I actually finish my book, I got it up on Amazon now it's called the Logical Soul, you can get it there and I'm working on a second book called, Branding from Soul which was a takeoff on that and it will be an expansion of that and you'll be able to get this on my website at [logicalsoul.com](http://logicalsoul.com) hopefully very soon.

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And I also have a website [brandingfromthesoul.com](http://brandingfromthesoul.com) which is not quite finish it but it should be maybe a week or so after this radio broadcast you'll be able to see it. Now, let me just continue here it's easier sometime when I have a guest because I can sort of balance idea off of the guest when I'm the only one talking sometimes it's a little lonely here at the top but I'm going muddle through at the best I can and give you some information that hopefully you can take with you and use and I guess if I were going to pass on some valuable nugget here today it would be that, there are two selves inside your body.

This is something I discovered early on, back in the early 90s when I discovered my work but it bears repeating and that is this thing we called the subconscious mind essentially runs our life. Now we can like that or we can hate that but the fact remains is that the subconscious, the so called subconscious mind and I tell what the difference is in a minute.

The so called subconscious mind really holds our destiny because it has within its realm pre-program information that we just consciously simply don't have access to or if we do have access to it we don't know how to change that or how to redirect that. Let me clarify a lot of what you read out there about the subconscious mind has to do with the subconscious mind being a thing either the left brain or subconscious mind or something that we program or try to hypnotize or try to do – use affirmations with, those were always trying to affect the subconscious mind as if it were programmable just like a computer.

We set our computer and we log in and we begin to program that computer, if we know how to do programming like HTML or PHP or some sort of machine language or something, whatever language that computer programmers use can go in there and try to change the programs on different things that we see on the computer, how things run. And that works quite well with the computer.

However, subconscious mind is not a computer much as we would like to think of it as much. You might think with the subconscious mind and I prefer it call subconscious being 'cause it really is a being, it's not a thing. Just like your spouse and your child is not a thing they are beings. Like that your subconscious being is a being and when you try to communicate with this

being as if it were a thing there's some kind of a resistance going on quite frankly because that subconscious being is trying to tell you, "look speak to me as I like to be spoke to not as you would want to speak to me".

He's trying to communicate with you and the only way the subconscious being knows how to communicate quite frankly because it doesn't have a voice, by the way, all it can communicate. The only it can communicate with you is through actions and through bringing about certain results that maybe you don't like or maybe that gets your attention. It's like the first time you might trip over a cord and fall. Second time you might slam in to wall and get rear ended by a two [inaudible][00:13:32]. The third time you might fall off a cliff and have a car full on you, I mean there's different levels of getting your attention, you know.

And so depending on the level, depending on our skill listening to this inner being, what I call the subconscious being. The Hawaiian Kahunas had a word for this subconscious being they call it the the "KU or the unahipoli". Don't ask me what that mean it's something to do with insect that walks or something like that, the whole thing is that there's a subconscious being which many tribal cultures and ancient cultures knew that there were three selves, there was a middle self, a low self, and a high self.

Now I don't want to get too technical here but initially Freud came up with three selves and call them the ego, super ego, and the id, you know the subconscious, the conscious, and the super conscious. The problem with Freud's model is that it's a Western model and it's based on the idea that comes from the Renaissance essentially that the world of the Universe was a machine that God sort of round up and it runs like a machine and that's how the world or the universe and the human body and even our psyche operates like a machine we call this the Newtonian-Cartesian model.

Newton said that the whole universe is a machine and he created the physics to show that, the physics and the mathematics and the car also came from this angle as well I think, therefore I am meaning that we exist because we think or because things happen, because things happen as we exist. It was the operational model of being.

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Our model, our Western psychology model looks at the subconscious as some sort of thing can be programmed at best we see it at some sort of animal or child and that's not far off, I mean it is. However it's also sort of Hawaiian's concern the had this whole model for the Ku and they said that basically it holds all the memory. It rules the five senses. It has control of our intuition, that remembers everything that's ever happen to us and all the emotions that we have goes through that it's also is very responsive. It's programmable, yes, but you have to program it on the level to which it needs to be heard or the level at which it will hear you it's just you can't program.

That's why for example you try to program your mind and I use to run this affirmations and audio tapes that has sleep on that come on telespeaker every night that come on your wealthy, you are rich, you are incredibly wealthy, you have all this money blah, blah, blah and music would be playing with that and it would after a while just drove me crazy 'cause it would wake me up every night.

But the programming I thought went in because I weren't to drive out every thought I overhead and I want to program my success. The point is I just ended up getting headaches because programming, the programming was going against what I call the prime directive, the prime directive of the subconscious being was to keep me in a certain place because it's prime directive was survival and maintenance.

And what I meant by that or what I mean by that is for me for example I found out that there were some religious aspects to not having money. There were certain you know ego aspects, there were ideas about owing money or having money. That idea that I should be giving up, receiving, it's better to give than receive how many of you have heard that.

And so all of these programs go in to make up this prime directive that's handed down from generation, to generation, to generation of stuff that we get from our ancestors or from our parents, our teachers I call it MFTP Syndrome, Mother Father Teacher Preacher. And we get this stuff and it's handed down to us and we continue along that path.

Now it doesn't mean we have to continue and a lot of people have been successful in programming to where they don't listen to these voices 'cause these voices don't speak quite as wildly the fact remain is that we have programs which are still running us. These prime directive are still running us and in order to get access and change those decisions that affect those programs takes a little doing.

Now I'm getting off the subject here a little bit but I want to cover this for a reason that without understanding where our thoughts come from us and where our decisions, and our motivation comes from is kind of difficult to understand how we can brand it from soul. How we can start having or changing or uncovering so to speak our passion because you can't really uncover a passion if the prime directive of your subconscious being is to protect you from your passion and keep you from your passion because if you get that passion you could run off the cliff and Lord forbid something should happen.

And so it's the prime directive is to keep you safe, a lot of times it will keep you from your passion, you won't even know your passion, or you have a lot of fears surrounding your passion so that you don't go at try to get it or use it because to do so would go against your prime directive that is survival, and well-being. So you stay within your comfort zone this is that safety thermostat that is set and so you can be able to change that decision or change that level of setting you have to get in beyond or you have to get access to the level of the same decision that made or set that thermostat or that reading in the first place.

And that's what the seven secret tactics you can use to magically turn your passion in to an avalanche of cash about that's the CD that I created that I want to give absolutely free by the way. And stay tune at the end of this program I'll give you the website places you can go to get that. I was interviewed by Ed Stillely on his Alternate Lifestyle radio the other day and we recorded the whole things, it's like 80 minutes of recording where I go in to the seven secret tactics you can use to magically turn your passion in to an avalanche of cash and that's the essence of the Branding from the Soul program which I'm creating, which is a 6 months course, which will you can sign and you get the lessons and you can start joining the calls.

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And there's a lot of information I want to give out because quite frankly everybody is different and so therefore everybody has a different approach to their passion and to their cash. Not everybody has the same view points or feelings about cash but I do know this that if you have a certain level of cash that you can allow in to your life and I call four different levels of allowing this in to your life and with that going in a much detail I will mention them and then for example you may think, well you don't really go around thinking how much your worth for example but your body and your subconscious being knows how much you're worth.

It has made a decision about that level of worth believe it or not you have made a decision about just about everything that goes on in your life. Now these decisions are not conscious but they have been made for you by default because you have not made them. And also they've going in in an early age so they're sort of part of "who you are" in reality they're not but the point is that they are part of your psyche, part of your makeup.

So if you don't question that, if you don't look at that then you proceed for example if you're going to take a course, I'm going to take a course on real estate and make a million dollar real estate I finally think I'm worth, you know \$50,000 that's kind of hard for me to make a million dollars a real estate, if my inner decision is set for 50,000 I can't get beyond that. The self Worth is just one aspects, one of the aspects I go in to another is acceptance, how much money could you accept.

If my friend Donald Trump pass away and left a me fortune and with instruction is you have to give this all away in a week and I'm here standing here with my checkbook and asking you how much can you accept, how much would that be. So ask yourself a question, how much I can accept, and then notice the feeling. And there's a way of testing for this and if you want to get – learn how to test for this I've got on my website [logicalsoul.com](http://logicalsoul.com) I believe there's a self-testing, let see if I can find that blog in here.

There's a place, yes, it's July 6<sup>th</sup> or you can do a search for Self-testing or muscle testing. If you go to July 6<sup>th</sup> on [logicalsoul.com](http://logicalsoul.com) you'll me see me talk about self-testing where you can test your own subconscious being or the feedback that you get from your subconscious being. This

is one way of doing a self-testing. And another way is using a partner, muscle testing each other and I have some videos on that as well at some point.

Now testing and self-testing it's a way of getting or communicating with the subconscious being, so really when we're talking about a subconscious being, we're talking about somebody who's mute who doesn't speak. The conscious mind is the only one who speaks the Kahunas laid that real successfully. The subconscious does not speak except through action, it only bring us action. But the subconscious by the way is the only one who could speak to the high self which actually makes everything happen in our life.

So if you want to know what you're asking for subconsciously look around you, look around you and see what is in my life, what's going on in my life that is what you're asking for subconsciously. Now if you don't like what you see then change the decision and the decision may not be what you think it is. What I discovered in the Logical Soul is that there are decisions that we make about money, about our relationships, about life, about our health that have nothing to do with money, life, relationships, and health it has to do with something, for example we may be angry at a father or a mother, something.

There are maybe some ancestral, you know bitterness or things going on that we just don't understand but yet we still inherited that tendency. A lot of things can happen in self-testing and muscle testing and help you isolate and discover what the statements and what those events were that gave rise to the current decisions that led to your current reality. It took me years to sort of formulate exactly how this happens and as I said it's in the logicalsoul.com which you can get from Amazon or from my website logicalsoul.com.

Also I want to give you a free CD, now will admit that my website is not quite ready yet. I don't have the delivery capability to send the CD to you yet. However, if you want a free CD and listening to this audio just go ahead and go to this website it's called [www.passiontoprofitvideo.com](http://www.passiontoprofitvideo.com), that's passiontoprofitvideo.com and you'll see a video of me talking about my number one secret tactic where you can turn, magically turn your passion in to an avalanche of cash.

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Go ahead and put it in your name and e-mail address in the box given there and that will send you to a page where it talks about giving away the CD. However, as of this radio show and I hope this changes within a day or two as of this radio show on the 27<sup>th</sup> of July the click for button to get the CD is not yet active, so I apologize for that, however it should be up soon. So if you're hearing this sometime in August hopefully it is, August or September hopefully it up and you'll be able to get that free CD.

However you can go to [passiontoprofitvideo.com](http://passiontoprofitvideo.com), you will be able to get that free video just by signing in and one you're on that list you will be notified about the CD. So if you haven't had a

chance to get it by the time you get some e-mails from that then you will have a chance and it should be live at that point. So don't delay just go to [www.passiontoprofitvideo.com](http://www.passiontoprofitvideo.com) and sign in and I will let you know how you can get your free CD coming up here very soon and as I said it's an 80-minute CD where I go in step-by-step with each of the seven secret tactics that I use or I teach people to magically turn their passion in to cash and then it's quite fascinating stuff.

So there's a breakdown of it on that page after you sign in with the video, the free video that you get so do that. And if you have any questions you can also call me or if you have any problems with that you can call my office at 404-348-4672, that's 404-348-4672 and I can help you out if you need some help or assistance.

So I want to thank you for joining me today on Logical Soul Talk it's been an interesting talk. I hope I've made some sense today. I hope it wasn't just rumbling and I hope you got something out of it but there's a whole lot you can get out of the Branding from the Soul course if nothing else however understand that the subconscious being who you can communicate with, this being actually has feelings and in fact there's all your feelings and you can approach as if you are talking to someone who doesn't speak but yet fully understand what you're trying to say because essentially it is you but it's a little bit separate from your conscious mind.

So it's almost as if you two beings speaking with each other and you have to learn how to communicate with this being and the way you to do that is through feeling, and through this use of muscle testing or self-testing can be able to communicate, get the yes's and no's that you need in order to say, you know to communicate, it's like a deaf mute. If you're talking to deaf mute and you're trying to communicate that's how you do it yes no, yes no. Do you want this? Yes. You want that? No. Communicate like that you'll go far.

It's a very powerful technique and with the Logical Soul I also teach out getting access to areas of the decision that we don't normally have access through consciously and this is really where the whoever meets the road This is really where we could start realizing our passion start to live that passion and start to magically turn our passion in to what I call an avalanche of cash. It's really just the way of uncovering who you really are not just for a success, not just for cash but also for happiness, for health, for relationships, for self-worth or value, for giving for the ability to give, and to love all of these things are hidden in that passion.

Passion really is about life and who you are, who you really are. So basically discover that this passion that this being, subconscious being has a very good reason for all the decisions that are there this is what I call the Law of the very good Reason keep us stuck but at the same time it stuck for a purpose. There's a purposeful stuckness. So learning to get access and change is a powerful thing to do.

I invite you to join Branding from the Soul and go get your free CD and sign up [inaudible][00:2926].

**[0:30:06] End of Audio**