

# Interview with Maxine Jones

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Michael: Welcome to Logical Soul Talk. This is Blog Talk Radio. I'm Michael Craig, your host. We have an exciting weekly radio talk show program where I get to interview the best, brightest and the most creative people in the world quite frankly mainly about what they're doing and the innermost workings of their minds and how they got there.

I was a chiropractor for many years and discovered that most people, including myself, have an underlying pattern of hidden decisions that we made as small children or picked up from our parents, teachers, or even our ancestors, and these subconscious decisions form our reality and affect our destiny. And quite by accident many years ago, I discovered that I could access and change these hidden decisions to allow people amazing results to happen in their own lives and other people's lives.

Now, the guests on my show were selected not because they're familiar with my work, and many are not, but because they have obviously made some strong decisions in their own lives that led them to their current success in life. My goal in having them on this show is to probe a little bit and discover their pattern of life decisions. This will allow you as my listeners to perhaps pick up some special nuggets that you can add to your motivation and nourish your own seeds of success.

So listen to this show with an open mind and think of any questions you might have. After about 10 or 15 minutes, I'll invite you to call in with your comments or questions. Our phone number is 347-843-4544. That's 347-843-4544. You can also click on the call-in line if you're online.

Now, my guest on the show tonight is Maxine Jones. And Maxine I've had the rare privilege of meeting at one of her seminars. She gave a nightly seminar on one of the local unity churches here in town in Atlanta, and she's been a personal executive coach since 1982. She's worked with individual clients worldwide as well as large groups in both Corporate America and in private groups, and she reveals hidden dialogs that change the person's life. She does very similar work to me, it sounds like, but I want to ask her some questions about that and find out a little bit more about what she does.

Since 1998, she has worked with Coca-Cola to research the impact of gender-based physiology or physiological differences in organizations, leadership, performance and achievement, and she's conducted seminars and retreats for Georgia Pacific and McCann Erickson executives and consultants, as well as other corporate clients. She's delivered keynote speeches, led seminars, conducted retreats. She's done professional development for audiences as small as 30 and as large as 1500 people.

Maxine is educated in psychology and nursing. She has a Masters degree in Human Resource Development and education from DePaul University. Her books include "Meet Your Soul", "Desperately Seeking Purpose", "Launch Your Inner Radar" and "Take The Limits Off Your Power." Apparently, she's had a very eclectic life as a young child. She had a profound encounter with a Bushman elder who taught her to see a greater vision of herself and planted seeds that awakened her heart and soul. She writes here that later in life, she engaged in extensive research on Tanzania as part of a Fulbright scholarship. She continued her African journey through Kenya and went to Smithsonian, and most recently completed a humanitarian project in Botswana. She's also worked in Ireland, England, Canada, Germany, Singapore, and the United States. Her work in empowering magnificence draws from multiple disciplines including science, psychology, medicine, and personal development.

Maxine, it sounds like you had quite a career there. I won't ask you to tell us about all of it, but maybe you can hit the highlights and tell us a little bit about how you got to where you are today and what exactly were the decisions that you made, if you can think of them, that led you to lead into this exciting career choice.

**[0:05:06]**

Maxine: Well, Michael, thank you for that wonderful --

Michael: Maxine, are you there?

Maxine: Yes. Can you hear me? Am I on mute?

Michael: Yeah, I can hear you. I am in Mexico, so I've been trying to get this thing to work all day, so I hope it comes across okay. Can you hear me okay?

Maxine: Good. I can hear you perfectly. Thank you. Well, Michael, if you want to know where that all started --

Michael: Great. You're on the air.

Maxine: Okay, great. It started very young. I started as a psychic as a child. My mother knew I was going to have some very bizarre abilities. But more importantly, my unseen friend, Freddie, who I learned later on in my life was actually a soul guide or actually the voice of my own soul, told me that life doesn't have to be the way everybody tells you it has to be, that there are other ways to look at everything -- everything. And I learned very early on that the decision was if somebody told me, "This is how it works," I was willing to say, "Yes, that's how it works. However, how else could it work?" And by asking for more options instead of one or two or three, I learned there are probably a hundred options or opportunities for every single choice,

and which one suits me best? What feels the best? What's the most empowering to me rather than what is something that everybody else is doing and I simply need to fit in?

I realized human being is about being more -- we're on a path of evolving to be more, more, more and more driven at such a deep level to know that. That pioneering spirit tends to be the pioneering spirit of the human being's growth and that's how I got started very early as a child with parents of course that were very supportive. I didn't realize I was very different. I thought everybody thought this way until I got into college where I was introduced to a lot of people that told me I couldn't do anything I was doing. You're not allowed to. It doesn't work. I went to DePaul University, which is a very religious organization actually. I had nuns for teachers.

I remember one day, a nun pulled me over and said, "Maxine, you cannot look at life that way. It works this way." She told me very clearly that I had to look to God. I said, "But I do look to God. My god's name is Freddie." She stopped and she said, "Could you tell me about Freddie?" And by the time we were done with the conversation, we both were on the same page that we really realized that life in its possibility is rooted within each and every one of us. We just need to find a similar language so that we can communicate together and find a way to be more and explore and discover more.

Michael: Well, that's exciting. You were converting nuns at DePaul University.

Maxine: Yes.

Michael: That's quite a feat, I would imagine.

Maxine: It's a human's desire to be all that it can be. It comes from a soul level, Michael. You know it comes from such a place that sits there within us, urging us to move forward beyond the shackles that we put on ourselves with what I call collective agreements that tell us how life should be rather than the way life can be.

Michael: Exactly. I found the same thing. I've noticed that you come across with a great deal of enthusiasm, Maxine, and I would imagine that this enthusiasm takes you far and the resistance would have a tendency to -- I mean, you've already shown that you can convert nuns, so I would imagine that **[0:09:08] [Inaudible]** would have less of a chance in your presence than others. I'm excited to have you on the show. I appreciate you being here and sharing your excitement with me, with us.

You noticed in college -- I guess that was late to notice -- that other people didn't think like you. Were you surrounded by other people who were rather psychic or sensitive? How would you describe your childhood and your upbringing?

Maxine: Well, as a child, the psychic process was from my mother. She was very careful to make us feel like that. We were normal. There wasn't anything odd or different about how we

thought or looked at the world or how we would approach a situation. For instance, when I was six years old -- no, I was ten years old at the time, I was watching the kids at a swimming pool diving off the three-meter board. You're not allowed to dive off that board until you are --

**[0:10:12]**

Michael: Hello? Are you there?

Maxine: I lost you for a second.

Michael: We were phasing out. Go ahead. I can hear you now. You weren't allowed to dive off it until you're?

Maxine: I wasn't allowed to dive off of that board and I sat there for weeks looking at that board, and I decided that if I wanted to do that that there was a power within me that would be able to convince everybody around me and change my environment and allow me not only to dive off of that board but to do it with the elegance that I was dreaming of. I wanted to fly. That was my intention, to be able to fly. And off that three-meter board is where I knew I could do that.

The coach one day saw me sitting at the side of the pool and finally said, "Okay, Maxine. I'll stand here and you may go up there and jump off the board." I looked at him and I said, "Thank you." Well, I'll jump off the board. I walked up and I remember going up the stairs. I was a very tiny person. I wasn't even five-foot tall yet and I weighed about 67 pounds. By the time I got halfway up that ladder, I was scared to death. I stood inside myself and I said, "You are so scared. However, you still want to fly, right?" In that moment, that shift happened that said my intention is to fly and I know I can do it no matter what fear, what comes up, what surprises come into play. If I stay with my intention, I can align myself. I can stand back in my power.

I got up to the top of the board and I could see the world around me and I remember the coach in his tiny voice from way down there who said, "Okay, now just walk slowly to the end of the board, take a deep breath and hold your breath and jump." At the time, I said to myself, "I have no intention of jumping. I'm going to fly," and I know what flying looks like. It means jump as high as I can, do three somersaults and dive into the water.

And so, I stood up there and I stopped for a moment and I said to my soul, which is the strongest part of me, my Freddie, I said, "Freddie, we're going to do this, right?" I heard the response inside of me was not a voice. It was actually all the butterflies went away and a solid sense of peace came over me. And when it came over me, I saw in my head the vision of exactly what I wanted to do and how I wanted to do it. I took some steps and I ran to the end of the board and I jumped as high as I could. I did three somersaults and landed in the water feet first. And the coach, when I came up, said, "That was a perfect ten! Would you like to be on the team?" I said, "Nope. I flew. I'm happy. I don't want to be on the team. I just wanted to fly."

That is a ten-year-old. It was the way I began to know I could approach my life. Wait, step the idea, no matter what came up, emotions come up, go up to the top of my intention, stand there, reset that intention, confirm it within me, visualize the whole process, and then absolutely let go and let it happen. I did become a state champion in three-meter diving ultimately.

Michael: Wow! That's quite a story, Maxine. It really is. What do you say to people, for example, myself? Again, I developed Logical Soul work that I do from the fact that I did not come from the space that you come from. I had an opening when I was about -- I guess about 13 where the heavens basically opened up. I don't want to go into the story, but there was this tremendous opening where I felt totally connected with the universe inside and outside, and there was nothing to ever compare with it, nor to even -- you know, this was before anybody knew about or I knew about spirituality. The only thing I could relate it to is God. When it ended, my mother was watching -- I think it was "Petticoat Junction" or some TV show or something, and life just seemed to be so disconnected.

Of course, she wanted me to watch it, too, and I just sort of withdrew. I just sort of withdrew and went inside. And so, my decision was not to stand into that space because it was so unfamiliar to me, although it was completely familiar. There was such a disconnect between the inner and outer. What do you tell people that have such a disconnect?

**[0:15:01]**

They know what their soul is, they know what's inside, but all of these fears, all of these programs, the nuns in life so to speak who are telling us what's right and what's wrong and how to do things and we develop what I call a habit of thinking that leads us into this self-destructive reality, what is the process where you walk people through that?

Maxine: What we do is take the experience because it's in every cell of your being. It can't go away. Once you've experienced it, it's your truth. It's your wisdom and no one can tell you that didn't exist. That becomes a reality within you. That becomes a place where we hook every experience you want to have. So for instance, if you want to accomplish something at that level again, what we do is take small things. A small thing could be you want to lose 15 pounds and over and over and over again you failed, or you want to stop smoking, or you want to stop drinking. Those are things that build up overtime, habits that are repeated based on emotional pain. And what I do is we go back and we take that extraordinary experience you had and we go back into that place and bring it forward. The way to bring that forward is easy, just sit for a moment and I watch energetically as that energy comes back as a primary sense of self. And it's easy to see because it's generally very different than the way you normally behave and it's very different than the way you normally feel.

We take that moment and we attach what it is you want to accomplish to that. So every time you want to take that smoke, you go back to that attachment, to that awesome experience and it overshadows it. It's what we call overshadow. It gives you other options. It switches the mind off and moves you into a much more powerful, energetic state of being that your mind can hold. The mind can only hold its image for five seconds, five seconds for even a very well-trained mind. Yogis can do it maybe for ten seconds before the mind is off into the past or into the future.

So what we do is while the mind is traveling back and forth and back and forth, we hook energy to energy. The body can hold an energy or a thought or an experience forever. But more importantly, it knows where it's going two years ahead of time. The body knows and it's preparing itself two years ahead of time, ahead of where you are now. So we can look at where the body is going, attach this issue to that energy and the body energy actually takes it forward. It becomes more prominent than the mind and you'll feel it. You go to take that smoke and that cigarette and your body will actually jerk or it will be flushed with this wonderful, wonderful feeling and you forget to smoke. You just forget it. It just melts away. It's just replacing in a way the mind's memory with the body's memory and it just allows things to drop away, or as the yogis say, if you stand in the darkness and try to fight it, you get nowhere. But if you just bring in the light, the darkness disappears. It's that same concept.

Michael: Absolutely.

Maxine: Bring the light in and let the darkness, the wounding disappear. It's much easier than trying to get rid of it.

Michael: That's exactly right. I noticed in the work that I do for example, when people change really, really deep, hidden decisions that there's a change in what is called the morphogenetic field which Rupert Sheldrake and others talk about in which overtime, as it said, every cell in the body changes. I think it's like nine months it takes for every cell in the body to turn over. And then I would imagine in two years, different habits are developed if you can maintain it that long, or at least begin to have it. It's very interesting what you're doing and it sounds very compatible with what I was doing and some of the experiences I've had as well. You seem to have had a whole lot of **[0:19:38] [Audio glitch]** with what you're doing. What are some of the road blocks? You mentioned the nun, but also, have there been any roadblocks, like some challenges that were made, and how did you meet these challenges? How did you overcome them?

**[0:20:05]**

Maxine: Life is a constant set of challenges and here's how I look at it. I learned this I would say in my late 20s. I've worked in the advertising agency. I was an account executive in what I would have considered the craziest business that ever was. I mean, the stress and the insanity, and I thought, you know, this one I really decided I needed to be a psychologist just to see if I

could people out of their insanity. But what I realized at that point in time because it became so obvious to me is that everybody has a set of agreements and we can understand a collective agreement is a thought form that holds us in place.

For instance, the advertising agency, that world of advertising had a very, very specific set of agreements of how advertising works, how humanity works, how the psyche works because if we didn't know how to do it, how are we going to sell to them? How are we going to advertise to them? How are we going to succeed in getting our products off the shelf? And I watched them go through the human psyche and watched how they played with how human beings hold thoughts and hold agreements. And at that point in time, I was not going to ever be caught in human agreement again. I'm going to name it as a human agreement. So in other words, if it's an agreement, then I can un-agree to it, right?

Michael: Supposedly.

Maxine: For instance, I often say, "Okay, if we all agree that the color green is the color green, that's an agreement." Not everybody in the world would call green "green", but that's an agreement. For instance, you get into a situation where you have somebody **[0:22:00]** **[Indiscernible]** walk on the street and the energy comes up and you get angry, so we agree that we have an emotional response, which is anger. I stop and say, well, why do we have to have anger? Why can't that just be energy moving? In the advertising agency, when we decided that this is how we were going to manipulate the human psyche, I said, well, if I agree, I'm in the manipulation.

If I don't agree, if I allow myself to think ahead of time, to step back and make my own choices and decisions, and to look and see if I agree with the agreement. It's a funny way to say it, but do I agree with this agreement? And if I don't agree with the agreement, I can step back and make it a personal agreement to say, "That's not how it works for me." That's not how it has to work for all humanity. That's not how it has to work in the universe. The only reason we exist as physical beings and work in harmony with each other is our set of agreements. And as consciousness starts to change here, we're realizing we can change those agreements instantly. They are just a construct of thought.

And dealing with psyches, I was able to watch people, I can see people's thought forms and I would say to them, "You tell me that when that person walks in the store, they will turn to the right. They will look on the third shelf on the right and they will look at that first. If they are interested, they don't look at anything else until three minutes later when they look to the left on the bottom row. That is the agreement and you are setting that into people's minds that that's the way they do it. Why don't we experiment with changing the whole thing around that human beings move into the store and they move to the left first, they look straight ahead, they take seven steps and then they turn to the right and they look on the floor?"

So we did a whole series of experiments to see if we could control how humans agree how they walk into a store and what they buy, where they buy it, how they buy it and what colors are their choice. And that's what we started to do, realize the human mind was so fragile and so flimsy that all you had to do is have ten people influence you and you could change your mind -- ten people, not a hundred, not a thousand, not a million, ten. So that means if we do ten times we say something differently, it changes the whole way we function, so it doesn't take a lot but it takes a consistency. It's consistency that makes the difference. And so, we put together the experiment of changing it ten times, asking people to move in a different direction as they came in, and we found after ten people, every person that came into the store for the rest of the day turned in that direction. It's changed.

**[0:25:14]**

Michael: That's really interesting. There's a whole book out -- you may have heard of it -- called "Nudge" and it's actually a book, printed. I just bought the book. It's an excellent book, but it talks about that very thing, about how you control human behavior and reaction and choice. Basically, "Nudge" is to control people's choice and how they make decisions, that type of thing. But it sounds like that's the whole be all and end all. You can nudge them to **[0:25:42] [Audio glitch]**. It sounds like what the advertising companies have been doing was that science.

Maxine: Therefore, we're doing this to ourselves as well, taking that macrocosm and making it a microcosm. That's what we do within ourselves every single day, how do you nudge yourself. That's a lovely word. I like that.

Michael: Well Maxine, this is fascinating stuff that you're talking about. I've got about a couple more minutes left. Why don't you tell people what you're doing now, how they can get in touch with you, or what book that you have out there? I know you have several, but why don't you mention an event or something that you want to direct people to right this minute?

Maxine: Great! The best thing to do is go to my website, [www.maxinejonesandassociates.com](http://www.maxinejonesandassociates.com) and you will find the schedule of events and so on. I'm doing right now a Tuesday evening teleseminar, which is also a podcast if you miss the seminar, at 8:00 p.m. Eastern Standard Time on Soul Development, helping you learn the techniques and the tools and the power that can change the quality of your life using your soul. It's a free teleseminar for anybody and it's just because I believe we need to develop this untapped resource that we all have, and I know it's going to change the face of this planet. It's a resource that if we all get in together and start to find within ourselves, the face of the planet and the human beings, the humanity, the species shifts and changes. It's a wonderful program that I'm doing right now. Feel free to call in. You'll find the information on my website.

Michael: Great! Thank you so much, Maxine. You've been an excellent guest, a lot to consider, what you're saying. So everyone, go to Maxine's website, it's [maxinejonesandassociates.com](http://maxinejonesandassociates.com)

where you can get information on her books, her seminars, her teleseminars, which incidentally one starts tonight, correct?

Maxine: Yes. You can just contact me if you want through the 'contact me' page and I'll be more than happy to answer anybody's questions or connect with them as they need to. Thank you everyone. Thank you, Michael.

Michael: Great! Maxine, thank you so much for coming on the show and being a guest and sharing that information with me. I learned something tonight, so I really appreciate that insight.

For those of you who just tuned in, we've had Maxine Jones. She's been a psychic. She's been a corporate seminar developer. She's been a teacher. She's got a lot going on for her. Check her website out. Check her website at [maxinejonesandassociates.com](http://maxinejonesandassociates.com) where you can get information on her book seminars and teleseminars.

Next week, Tuesday 6:00 p.m. we're going to have an interesting lady. Her name is Kim Brame. She and her husband have, for the last 25 years, been involved with quality video production. She will share how she got started in this business, the impact it has made on her own life and success, and some personal stories about the decision she has made that put her on this path. And along the way, by the way, you will discover some useful techniques that can really enhance your own online videos, something I would want to hear about because that's something that I've been working on for quite some time. So tune in next week, Kim Brame, how to use online video on your website and other places, and see what's going on.

This is Dr. Michael Craig and this is [blogtalkradio.com/logicalsoul](http://blogtalkradio.com/logicalsoul). This is Logical Soul Talk. Thank you for tuning in and join us next week where we'll have guest, Kim Brame, to talk about online video. Thank you.

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