



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

M: With us today is Barbara Sher who (starting with the official introduction) is a business and career counsellor and best selling author of books on goal achievement and team work. The reason I say the official introduction is because she has been a hero and an inspiration of mine since 1985, which is when I first read *Wishcraft* – the first of her best selling books. I am star struck because I am spending a part of my inner success being, which will be meaningful to her and anyone who has read her books, (it will become meaningful to the rest of you) pretty much the since beginning. To actually be talking to the real one that lives outside my head, at least as far as I know, is quite exciting. So welcome Barbara.

B: Thank you very much. I have never had an introduction like that - I really like it.

M: I want to start with one of my favourite quotes from your newest book - "It's Only Too Late If You Don't Start Now" - "What will drive you is not ambition, competition of the passion of youth. The force that will drive you in your second life is the love for what is new, the magnetic pull you feel when every project feels like a treasure hunt you can hardly bear to interrupt. The energy generated by your fascination with a new enterprise. The robust exhilaration of exercising your under used talents and watching your skills improve everyday, the delight of being a genius and doing the things you were born for. You've reached the age of great undertakings; you are on the path to greatness."

I first read the book (used to be called "Life Begins at 40") I notice the new edition, "How to create your second life at any age."

B: The sub-title was "How to create your second life after 40", a lot of people said they were younger, they were older, so they changed the sub-title.

M: I read it when I was thirty and it blew my head open, in terms of the whole perspective on the difference between the urges that were from my heart – about what I really wanted to do and the things that I thought I was supposed to be doing with my life.

I thought a nice place to start would be – how do you know what your dream is, if you are going to make your life about your dreams? How do you know what it is?

B: Well, if you want to stay in the context of your second life. In your first life you're pretty busy. I call your first life from the time the hormones hit until they start going away. Your childhood is not exactly what I call your first life. I think your second life is the return of your childhood. Only now you have a credit card and a drivers licence and nobody says no to you. You have a lot of work to do in your first life – you're getting jobs, building a career, getting married, having kids, travelling, whatever it is that you feel is important to do. As that begins to slow down – then I feel your main job is to go shopping for what you love.

The truth is that my first book suggests that you do that no matter how old you are, even if you are not over forty, it's just that you have more time over forty and at over forty I thought it was my job (I didn't even discover this until I was in my sixties) to blast the theory that it was all over by the time I

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

was forty – forty-five. I found out that was a big trick and the truth is, it is all just starting then, and what's over is kind of being enslaved by nature. What comes back is your originality. So it is a great time to go shopping. I also think that you have to do it at any age if you have that opportunity, even when you are younger.

How do you do it? It is very simple. It is simple to say and it is very simple for me to help people figure out. It seems difficult for most people. What you are gifted at is what you love. When you go looking for a talent, not a skill because you know what your skills are, but when you go looking for a talent, maybe one you never knew, maybe one you gave up, when you go looking for it, you don't go looking for it with reason and logic. When you go looking for it, you go with the same sense as what helps you decide, do you want chocolate or vanilla. You go looking for it with your feelings, with your heart. What attracts you, what draws you – those things that make no sense.

My suggestion is, anything that draws you – on a scale of 1-10 – if it is over a 7 you have to investigate it. Here's why most people think they don't know what they want, as a matter fact why almost anybody doesn't think they know what they want – I would say 5% of people I talk to admit to knowing what they want, some are doing it, some don't think it is possible. That's not a problem, because it is possible and I'll show you how. The truth is, the 95% people I speak to, either in workshops, or people who book a session with me say – I am going to be a tough customer; I have no idea what I want. I always say - you *DO* know what you want. They go, no I really don't.

The key thing is we know what we love and we know what we want, but we brush our dreams off the table as being impossible and then we look at the table and we see no dreams there. The problem is, when we think something is impossible, it becomes invisible – you don't think about it. The problem is you don't know what's impossible. I know better what's impossible because I've been learning nothing else for such a long long time. Have we got time for a short story I would like to tell?

I was at the airport and I was eating at a restaurant there. A woman came up to me and she said, "You're Barbara Sher, I know you - I've got all your books, I guess I should do what's in them huh? I said, "And how should you be different, what have you found out?" She said, "I don't know." I said, "What do you want to do, what do you want to be when you grow up?" She said, "I don't know". I thought, "Ok, this is not unusual", so I gave her my double whammy that I always give everybody, because I know what they are thinking. They are thinking, I like a lot of things, but you can't make a living at them – then they won't tell me what they are.

They don't understand two things - that you can make a living at anything, somebody is doing it. No. 2 – you might not want to. It might not be a good idea and people just assume that if you are going to go after what you love, it has to be a career. I said to her to get rid of this problem – I said, "Imagine that you have just inherited this massive amount of money, so much money that you couldn't even spend the interest, even if you tried. And a couple of years have gone by and you have had a lot of fun, and you've travelled, and bought a whole bunch of houses and you've helped a whole bunch of people, and you own a boat and a whole bunch of shiny things. Now you're sitting there beside your pool, with your fingertips dangling in the water. What would you do to entertain yourself?"

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!

Lisenbury, Inc. · c/o Todo Management · 6523 California Ave SW · Seattle, WA 98136-1879 · tel: 206.729.8497 ·
michele@successandspirit.com · www.successandspirit.com



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

She looked at me, and she said, "I don't know". I said, "Come on, are you an athlete, are you creative, do you love books?" She said, "I love books". My blood ran cold. What if I hadn't have said that word? I said, "What kind of books?" She said, "I like any kinds of books, what I really love is; I love turning other people on to good books." A friend of hers was with her at the restaurant. Her friend said, "She's amazing! I don't even like to read, certainly not, non-fiction, she can turn you on to any book in the world. I have never seen anything like it". I said to her, "Then that's a gift". She said, "Oh OK!" I said, "Why didn't you tell me what you love?" She said, "You can't make a living from it".

I said, "Maybe you can make money out of it, maybe you can't, but think about this – you could go to a library, or go to a bookstore and you could, for free, help turn people onto something. I'm sure a library would invite you or be happy to have you there and the bookstore might be happy to have you there. If you are that good, you might get people in there once a month, or every Friday night, you feature a book and they come talk to you. And if you are that good ... her friend says, "She's that good". She said, "That would be fun".

I said, "Do you have any friends that are school teachers?" She said, "Yes, I do. I have one friend that is a Junior High School Teacher." I said, "Do you think she would let you go to her class?" She said, "What for? Yes, I guess." I said, "Don't you think that if you were in a class of kids and you tried to turn them on to some book, that at least three or four kids in that class might catch fire to that book. Three or four kids who nobody is talking to, who nobody is even trying to approach on that level." She said, "My God, I never thought of that. I came from a tough school, where everybody hated reading and everybody hated school and was one of those kids." I said, "I am not surprised.

Are you aware of the fact that if you felt like giving a lecture so that you could talk to parents, home school or conferences of schoolteachers, you could make money that way? And do you realise that if you tape the talks that you give in front of people, you could get somebody to type them up, that you could put them on the internet, in an electronic book, and you could let people buy it for \$8 though Pay Pal. She said, "No". I said, "So you don't know what's possible, so you shouldn't have said it is not possible. What are you going to do now?"

She said, "How am I going to earn a living while I am doing that?" I said, "Any way you might earn a living otherwise. You get a job that isn't toxic, a job that doesn't drive you crazy, hopefully with some nice people and hopefully one that gives you enough security that you can sleep at night. Not too many hours a week. Any dumb job that doesn't bother you, any job that is not toxic. You call that job a subsidy to the arts." She went, "Oh". I put another little check in my book and said, "That's one more, 42 million to go!"

That story perfectly illustrates what is going on with the 95% of people that I talk to, or who write me, or who are in the workshops.

M: The other part of that that I have heard you talk about, and I have read about, is identifying the difference between a real dream and an escape dream?

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!

Lisenbury, Inc. · c/o Todo Management · 6523 California Ave SW · Seattle, WA 98136-1879 · tel: 206.729.8497 ·
michele@successandspirit.com · www.successandspirit.com



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

B: An escape dream is pretty easy to identify. If you imagine you are rescuing people from a herd of racing, stampeding buffalo and they say thank you. That's an escape dream. An escape dream is a vacation from real life. It is something that makes you feel good for a moment, but you would never on earth even really do, you wouldn't even really want to do. An escape dream is a little vacation. You're flying a jet plane; you're either a hero or a billionaire – that's a form of escape. An escape dream is not scary because you have no intention of ever doing it.

A real dream is something that scares the hell out of you, especially if you considered doing it. I think that this is one of the reasons that people come up with these ideas ... you don't have to be a rocket scientist to know that there is a way to earn money at most things or you can do them after work in your own time. But people don't think of it because of these big barriers, and a lot of that is because they are scared. What's scary about doing what you love? Well, for one thing everybody is scared of doing anything new – that's how we were designed.

We do things that lower anxiety like sit in front of the TV set with ice cream or a beer. Or sit and change channels for six hours hoping that something will eventually be on. That lowers our anxiety. Nature likes us to do that. We can gain weight. We are not going to kill ourselves before we reproduce – nature likes us to do that. Then there are things we do that raise anxiety – some are actually dangerous and some feel dangerous, like writing poetry, being all we can be, doing something we love. It raises anxiety for a different reason. Like it shouldn't be dangerous to write a poem – but if you are a poet, that's an intense experience.

You're capable of doing it. It isn't a regular daily experience, it isn't like shopping, and there isn't a bored synapse in your brain when you are doing what you are gifted at. You are on an intense level. That alone is a change of thought process – that's a jump, a little scary, that's going into cold water. Even if you know you are going to enjoy splashing around you don't want to get wet and cold. Sometimes we are afraid of being happy because we have backgrounds that are sad and didn't get a chance and we feel that if we are not happy their pain will be less.

Sometimes people have said we are worthless, we don't feel we are entitled to be great and happy and great only means you are doing your thing, as much as you can bring yourself to do it. There are a whole bunch of reasons why people are frightened, but everybody's frightened. The people who are not frightened of what they are gifted at, are doing it – they are doing it right now. They're not frightened because they are doing it or they are frightened and they are doing it. But the people who avoid it are scared, so it's a lot easier to not do it, than to do it. I am not the only person who has figured it out.

Most of the motivation programs around the world are dealing with just that thing. Have the courage to do it – Just Do It, Believe It and You Will See It, Create Your Own Reality, Think Positive and all those other things that make me angry. I don't like people to ... I'll tell you why those things make me angry.

This happened just two days ago at a workshop at Harvard. Harvard Medical School – we are not talking about people without an education who might not feel great about themselves. These are

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

physicians, administrators and I said a lot of this to them. I said that there are a lot of people that really believe that if you can force your brain to think positively you can have anything you want, and if you can't you can't have anything you want. It makes everyone feel like a failure.

Human beings cannot force themselves to believe and nobody can make themselves think positively all the time. If you should succeed you are going to get cramp in your brain. That's not good for you – you're not supposed to do that. These people came up to after the workshop and said, "I hate to admit this but I didn't think I deserved success because I couldn't think positively all time and because I don't believe I'm the best thing since sliced bread and because I don't look in the mirror and say I love you. I just thought it was my fault – thank you."

I thought why are people peddling that stuff, that's cheap to say and harmful to do.

M: You talk a lot in your programs about resistance, which for me was the feeling like I want to vomit if I take the first step.

B: Well no, that's fear. Resistance is that feeling that you'll run tomorrow, right now you want a sandwich or gee you haven't cleaned your closet in such a long time, when you are about to write a chapter of a book. Resistance is like avoidance. There are many forms. It can be that you forget what you were going to do, or you just dodge it, or you are just about to do it but you say that you'll pay your taxes first, or get a root canal first. It's just avoidance and it's a technique that's built into all our systems. It's very primitive and it's designed to keep you from doing anything dangerous. Our bodies don't know the difference between real danger and what feels like emotional danger. It doesn't know the difference. It doesn't want you to do anything that makes you nervous. That's what avoidance and resistance are about.

Your cure for resistance is not about your pep talks. It won't work. Brain washing yourself doesn't work. The thing that solves resistance or avoidance is the same thing that solved it for our ancestors in the Stone Age, which is how I figured it out in the first place and that is having a group of people do it with you. Isolation – when you are doing something – when you're going after a dream alone you are subject to every mood that passes over you. If you think you're big hot stuff then you'll move great. If you feel like a moron and you're frightened then you'll go to bed and you won't come up.

Nothing important in human endeavours is left to your moods. Nothing. You don't show up for work when you're in the mood. You don't deliver a baby when somebody's having a baby when you feel like it, or if you're not scared. You do what you have to do. Everybody does. So that's why I created success teams – because I know that if you want to write and you take a writing class that you have to hand in something every week – you will write. If you sit at home and you want to write you may not write, because you'll say I'm no good, or it's too hard. The teacher gives you an assignment you need accountability. You need a group of people who cares if you make it or not. That's how things get done.

Accountability doesn't even have to be loving accountability – you pay your taxes because the government helps you, it reminds you, it threatens you. That's accountability. You go to class because

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

otherwise you'll flunk. You feed your kids because otherwise they'll drive you crazy because they are hungry. I just set up a system, I've got a whole website dedicated to it. If you go to BarabarSher.com and click on success teams, it sends you to this cute little green site with a whole lot of cartoons in it that tells you how to run your own success team.

I have found the book *Wishcraft*, which you were talking about Michael, that book came out of a 12 hour workshop that was called Women's Success Teams. I called it Women's Success Teams for two reasons. I) That men didn't come because they didn't want to act like they needed help and they thought it was silly and (ii) I had no money, and I knew if I said it was a women's thing, that I would get into the women's magazines – I'd be interviewed, because it was like a life makeover.

This was back in the mid 70's when feminism consisted of the stuff that people didn't want to write about anymore. It was like militant and hard and magazines were avoiding it. So when they saw that I had Women's Success Teams they all snapped me up and I became well known without having to spend any money, which was good because I had \$300 period.

The thing about the workshop – it was a twelve hour workshop; it took me a year to design it. I've taped it every time I did it. I did it about twenty times – I went broke doing it – I didn't make any money but I took that tape and ended up turning it *Wishcraft*. Each hour is a chapter in *Wishcraft*. That's where that book came from.

M: One thing I always wondered, I was in book selling for a while in the UK and Success Teams, I think your second book, it didn't go.

B: Team Works didn't go, I think for a number of reasons. One was we had an editor (and I have spoken with others who have worked with her) who was like Nurse Ratchet??. My son actually said that. When she rang I said him, "Don't tell her I'm here and ask her what she wants". When he hung up I asked, "Who does she sound like?" He said, "Nurse Ratchet!?" I said, "That's right". She was a very difficult person, and she didn't like the book, whilst they had already paid for it and they were very, very unpleasant. So they didn't promote it. None of their sales people put it in the bookstores. But also I think that a Team Book was only interesting to professionals, for coaches. I think it might not have been a big seller anyway. It is the only one of my five books that has gone out of print.

M: I was always curious and suspected that it might be that people couldn't deal with the idea that their not supposed to do it themselves.

B: No, the book never got into bookstores. People have been begging for that book. If you want to buy that book, then you go onto one of the Internet bookstores and it's \$85. People who wanted that book really wanted it and they were coaches and professionals and nobody else even heard of the book. It wasn't there to be rejected – it never got into the bookstores.

M: This question I'm aching to ask you, then I want to turn you over to the group. I've experienced you working your magic and I think people can tell it's just wonderful to interact with you. Here's my two questions: I) which of your own techniques do you actually use on an ongoing basis. I know that

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

sometimes you can come up with great ideas but they don't always become part of routine. Occasionally some do.

B: Most of mine do, but the one that I cannot do without is the accountability one. I know that if I want to get something done, somebody has to be waiting for it and nagging me. I am always starting a dozen things more than I can possibly pay attention to on any given day. So I've got somebody helping me with my Turkish Village Project, the non-profit one. I've got people waiting for me to send them copy for a book; I've got people waiting for me to do something with the next newsletter.

I have one project that I am doing that is only mine and it is the Silk Road Project where I want to do some fiction and some geography, so I read about it every single morning when I drink my coffee. Nobody's in on it and I have been doing it for 15 years and it hasn't gone anywhere. All I have ever done is get a domain name and that will never go anywhere until I get someone else involved and I'm afraid because I'm so busy. Everything else, I just go to my email and people say... where's the ... chapter you promised... where's the article you promised, what should I do with this... and I am forced to do what I love to do.

M: And of course that's why you are here tonight.

B: Yes, you made me.

M: That's right, I've been ringing you since January. Here's the other question. One of the things that I have played for friends (it's on the Dare to Live Your Dreams tapes set) I have played for my eight-year-old son and everyone that hears them is blown away by the Real Life Success Stories. What I found so wonderful about the whole idea of actually telling the story of how a real person succeeded is it gets over that, whenever I read like a Tony Robbins success story, it reads like this, "I did this, this and this and then a miracle happened and then I was REALLY SUCCESSFUL!"

B: Yes, and it's like, "Excuse me please, where did you find that miracle!"

M: I'd love it if you could share story.

B: First, if you go on the success teams site (go to BarbaraSher.com). Go to success stories – they will take you to a bunch of short ones. But if you click on top there are letters from people. There are four really long ones that will really explain, they are just amazing to me. But I can tell you stories that illustrate how tough it is to keep going, or I could tell you stories that illustrate people who had no idea about what they wanted to do.

M: What is one that inspires you – the one that you think anything possible.

B: (Quoting from email sent from assistant "Read This One!"): "I spoke on the phone today with Robert R. He and his wife had a session with you in 1996 and it changed his life. He is now a hugely successful producer – TV, music etc. He has had big success and actually called you for a session. We got to talking. I think it would be a great idea to set up a session soon. He really seems to know his

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

stuff ...” That’s a letter I got yesterday. I get so many wonderful letters everyday, I can’t tell you. Let me go into my little file here and see if I can find something. The ones that I am really crazy about are the ones where people couldn’t think of what to do. They didn’t know what they loved.

M: I loved the story on the tapes about the woman who looked after Gorillas.

B: That’s my favourite of course. I have that one on public television. Lisa the Gorilla lady. She was one that really didn’t know what she loved and she couldn’t figure it out. I tried for an hour to try and figure out what she wanted and nothing turned her on. Finally, I gave up and said, “I’m so sorry, I’m not going to charge you for this, I feel so bad”. She said, “Don’t worry, don’t feel bad, you’re not the first person who’s tried”. So we start walking to the exit door, down a long dark hallway and I could see she was holding a book and I head for the light switch. I said, “What are you reading?” I always do that to see what people are reading.

And she held this book up - this is a person that for over an hour and a half, I had been trying to turn her on, to see light in her eyes about something and I couldn’t get it. She held this book up. On the front of the book is the face of a big ugly gorilla and the title is “Coco the Gorilla”. Her face lit up the hallway – she shone. She said, “This book is about Coco the Gorilla”. I said, “My God, look at you, you’re happy”. She said, “I love Gorillas”. I said, “Lisa, why didn’t you tell me! This is what we have been trying to do for an hour and a half”. She said, “Why should I tell you, it’s impossible”. I said, “Get back on the couch – take out your check book”.

I said, “Why didn’t you tell me!” She said, “What’s the point, you can’t work with Gorillas, they’re endangered species, they won’t let you work with Gorillas”... and Sigourney Weaver ... blah blah blah. Finally I said, “Lisa, think about this. Your life is crappy anyway, what have you got to lose.” She said, “Oh gee, that’s not very nice”. I said, “You said it, not me”. She said, “All right what should I do?” I said, “I don’t know, I never met anyone who wanted to work with Gorillas, but you know Lisa, this is America and somewhere there is a group.”

She laughed, “Of course, there is the Gorilla Foundation, I send them checks, they even have meetings once a month.” I said, “You have got to go to those meetings”. She said, “Barbara, there are no gorillas at the meeting, its just people and they show slides.” I said, “You have to go Lisa, you have to hang out with those people”. She said, “Why?” I said, “Because they are the only people that don’t think you are nuts Lisa”. She said, “Oh that’s two insults”. I really know how to meet people!

She went to two or three meetings and she said, “Nothing’s happening. I am helping an old professor label baboon bones in the basement of a museum of national history, but nothing’s happening. I said, “Hang on, something is going to happen, just talk to everybody.” Pretty soon these two women came over to her, who she hadn’t talked to. They were cautious when they walked up to her. They said, “We’ve been watching you for three months, and we’ve noticed that every time slides of Gorillas come up on the screen, you light up the whole room.” She said, “I love Gorillas”.

One woman said, “We’ve got this program where we are raising these three Gorillas that were born in captivity because they die when they are born in captivity because they eat garbage off the floor and

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

their body weight is too low to tolerate bacteria and they die. There is this one program, we have three baby Gorillas, would you like to visit them?" Lisa said, "Oh my God, Yes!" So she goes up there, to the house and there was a little suite of two rooms upstairs. Inside there were three baby gorillas – two baby females about as high as your waist and this little silver back male who was shorter. They were all in babies jumpers, they were indoors so they had pampers on and they had ripped them off. She stepped into the room.

She had one woman on either side watching because they wanted to see if the Gorillas would like her or would they try and bite her and spit at her. She looked at the Gorillas and the Gorillas looked at her and they jumped her and they were rolling around on the floor, they were kissing. In about two seconds she had a carrot in her mouth and one of the gorillas was eating the other end of the carrot. She said she heard one of the women say, "I think we have found a sucker". They asked her to hang around for two weeks. They would pay her minimum wage; it was for the City of New York for the zoo, because one of them had to go on vacation. She said, "I'd love to – I'd pay you!" So she became a temporary Gorilla mother.

Then she got all depressed because the program was over and they weren't going to do it anymore, but she went to the zoo with these gorillas because she had to help them get accustomed to their new cage, this place outdoors and the Zoo Director saw her with the baby gorillas and the Director asked, "Who's that lady?" They said, "Hire her, she's good". They hired her and for nine years she worked at the Bronx Zoo. Her family, who thought she was crazy, who were really furious with her for being so unrealistic because all they really cared about is retirement and dental plans and that sort of thing, working for a corporation. The said, "Well our daughter, Lisa, she raises Gorillas for the City of New York, she gets retirement and a dental plan". They were totally happy about it and she got what she wanted!

M: That's brilliant! What I'd love to do is open it up and by all means please ask them, but more than that, let me encourage you to be a little selfish and actually talk about you rather than ask the generic questions. Talk about you and what you want to do.

B: As a matter of fact I can even rephrase that: Tell me your wish and your obstacle. Even if your wish is to know what you want. That will save a lot of time and solves many things.

John: (From London) I am trying to be quick with all my praise. Particularly "I Could Do Anything if Only I Knew What It Was", that one really made a difference. When I was scanning through it, I was very interested in the chapter, "I Want Too Many Things". The only problem is, I feel like I am missing out on the benefits of focus. I contract in IT, then I do music and comedy and things.

B: So your able to earn a living through IT and the others you are able to earn a little money or not, but you are enjoying yourself anyway.

John: Yes. I am hoping those things will start making me more money.

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!

Lisenbury, Inc. · c/o Todo Management · 6523 California Ave SW · Seattle, WA 98136-1879 · tel: 206.729.8497 ·
michele@successandspirit.com · www.successandspirit.com



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

B: Right, and then you will be able to give up your IT. What your saying is, you wish you could focus more on one of them. You feel you are losing out because you can't.

John: Yes, the problem is, I don't want to give anything up, but I love the idea – you know people in my stand up comedy course, all they want to do is stand up and as a result they have done that, they have been totally dedicated.

B: Let me make a suggestion. Firstly, let me ask you a quick question. If you were five people what would each one of them focus on?

John: One would be a musician, one would be a stand-up comic, one would be a writer for newspapers (non-fiction).

B: Those are obviously on the front burner. These are the ones you feel the deprivation of not being able to get into them more deeply. Correct?

John: Yes

B: OK. Tell me what would happen if you decided to dedicate one whole year, or two whole years, to making one of those the primary thing and pushing the others back and doing them less. Never stopping, but doing them less. What would happen if you decided to roll up your sleeves, for two solid years, or even one, but two is probably better if you can tolerate it – I'm going to take my newspaper writing, I will do now and then when I have time – I'll focus on that in the next two years if I want.

If you suddenly you get an idea for an article you have to stop and write the damn thing, put it in a folder and then go back to say stand-up comedy. And if you are a songwriter or if you just love to play with a band you need to take out, say one night a week or one night a month and you've got to do that. You can't stop these other things. It won't work and it's not right. It's like saying I'm going to focus on my big plant but I'm not going to water the others. They'll be dead by the time you come around to water them.

So if you were in focus so those other things were like kept alive, but you were to throw all your weight for two years into solid stand-up and then decide if you would like to give that kind of focus for the next two years to one of the other two major dreams. Would that work for you? Would that be helpful?

John: Yes, I was beginning to think that I should have a main priority but I don't stop doing the other things. My only problem then, is that I have this tension between the thing that has the most chance of making money the soonest and getting me out of the IT work, is writing because I have been published before. But the thing I am most passionate about and I love doing, but cannot conceive of making money for a long time is music.

B: I think do the IT to make money and really if you start writing for money, especially short pieces for newspapers, you are always going to be behind in something. You are always going to have to steal

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

time to do stand-up comedy. If you had a column and you knew what you had to do every week you could do it in two days and the rest could be yours. But if you are a freelance writer, your chances of making enough money to live on, is not impossible by any means, but really time consuming and the stress you feel when you should be ready and your not ready is also time consuming. Is your IT work too many hours?

John: No, at the moment it's working out. I do a month or two and then I have a month or two off.

B: You won't have that piece of mind if you writing for a living, you really wont. So I wouldn't take my gifts and try to find away that they can make money so I can quit IT. I would consider IT a very good mule. Ugly, not a good ride but not poisonous. Let it subsidise these other things. Month on, month off is a dream job. Allow it carry you. Decide to stay with IT for at least one year, at least the way you are doing it now, one month on and one month off.

Focus on the comedy and give yourself the sweetness of the writing and the music. The music mostly because that what makes you happy. You don't want to subject music to the market place. Some people get shocked when I say this, but I am going to say it anyway. When there is something you really love, you better think twice about making money out of it. I say, "If you like sex, don't become a hooker". If you have to subject something you love to the marketplace that means you have to play what pays. What kind of music do you like?

John: It's pretty obscure, its abstract electronic music.

B: Do you write it and perform it?

John: Yes, I do it at home.

B: That's purely a creative act; you're going into a new arena. The whole idea that you would want to be strapped down by having to make money at it would totally destroy it. If someone discovers it and wants to make you rich that's great. Hanging on to your integrity is the only thing that makes that music sweet to you. I heard that sound in your voice – when you said, "The thing I love most is music". I heard that sound – you can't mess with that, that's your treasure.

John: Yes, the frustration is the time I have to spend on IT. It may not seem very much.

B: No, no it does seem like a lot. I understand that, but basically there is one problem, one thought, underneath all of this that is making it tough for you. That is the thought everybody's got. It's what I call the Time Sickness. That is that if I don't get everything straightened out by Thursday, then I'll be dead and I wont get much of a choice. You don't understand, that you can work at IT for a year or even two, become a stand-up comic, because that you can subject to the marketplace, you don't want to be the kind of stand-up comic who nobody laughs at you.

So that is designed for the marketplace. If you can focus two years on that, you can make money at that. Then cut back on the IT to say once every three months if you need to supplement your income.

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

There will be two years, then there will be another two years, then there will be another two years and there will probably be about thirty of those. It doesn't feel like it. It feels like, if I don't get it done this year then maybe I'll be dead. Everybody feels that way, no matter how old they are. The younger they are the more they feel that way. 27 year olds are totally wacky on the subject. How old are you?

John: 37

B: So at 37 you are feeling a bit stressed at having to make a living at IT. It may be frustrating to think you have to work at IT. But by the time you are 39 you might not have to. Or you might have to only half as much. By the time you are 41, you may not even remember what IT is. You might have written a book by that time, and be a stand-up comic and be doing your own music. Try not being too frustrated with the time you spend on IT. It is based on the notion that there isn't much time. There is. You have to pace yourself. You have a lot of decades to kill.

M: I just want to jump in. There are a couple of exercises that you share in your book. The thirty-year plan and the other is the ninety-five year plan.

B: I really advise John that you do the thirty-year plan.

John: Where is this one?

B: It is simple. Take a year page, divide it into four seasons. Get 30 pages. In each quarter write what you think you would like to do. The further away you get, of course the less real it gets, but of course it will wake you up to the fact that you have a minimum of thirty years – you are going to run out of stuff to do. You'll be a stand-up comic, you'll be successful, you'll think I am not interested in that anymore – I did that already. Don't be too frustrated about these things.

John: I can't get hold of Wishcraft in the UK.

B: No, nobody can but it is free on the Internet. Go to www.wishcraft.com and you can download it and print it out and hand it out to all your friends. I've have put it up on the net for everybody. It's an old enough book and I have a few rights. Go there.

M: We probably have time for someone else.

Karen: (from San Francisco) My wish is to be the Oprah of San Francisco. My obstacle is, first, it's my dream although it's not my first priority. I just started a coaching business last fall and that's growing nicely so I am happy with that. But that is the big WOW, that would make me go, "Oh my God".

B: You don't even have to tell me. All the things you have told me sound interesting. I don't care how you earn your money. When you tell me you want to be the Oprah of San Francisco, all I want to know is what stands between you and the Oprah of San Francisco so I can take care of it. If you say I

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!

Lisenbury, Inc. · c/o Todo Management · 6523 California Ave SW · Seattle, WA 98136-1879 · tel: 206.729.8497 ·
michele@successandspirit.com · www.successandspirit.com



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

don't have enough time, we'll work on that. If you say, I don't know the right people; we'll work on that.

Karen: I think it is just knowing where to start.

B: What is it that you love most about running a show like that?

Karen: I want to be a catalyst for change in people's lives. I feel I am already doing that – but I want to be that on a huge level.

B: A huge level, or a visible level? Would you like to be known?

Karen: Yes

B: And would you like it to be visible or radio. Is it important to be TV? It's OK with me, I don't care.

Karen: TV would be the kicker, the best.

B: That's the only thing that counts then. That's what we have got to do. The kicker. You would like to get up there and help people in the way Oprah does. Bring on guests and talk about books that give advice, that kind of thing?

Karen: The exciting thing that she does is just being able to have that magnitude of exposure to be able to help people. To get car dealers to give her a car to give to somebody for example.

B: She started small, are you willing to do that?

Karen: Sure

B: When she started, nobody gave her cars. Are you willing to work up to that? Anyway it's not that hard to get. Nobody's ever heard of my Turkish Project, but I have people giving me computers all the time. Incidentally, if you go to BarbaraSher.com and you go to the bottom and you go Barbara's Dream and you go to that site it is just enchanting. There are a lot of photographs. That is my dream.

Basically, as far as I know, all you have to do is find public access TV and begin. I suggest that before you begin that you find a way to go to your local synagogue or church, or Senior Centre and start running evenings that will give you practice.

Karen: OK, I do workshops and seminars now.

B: Yes, but that is not what you do on TV. Oprah doesn't give any workshops.

Karen: OK.

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!

Lisenbury, Inc. · c/o Todo Management · 6523 California Ave SW · Seattle, WA 98136-1879 · tel: 206.729.8497 ·
michele@successandspirit.com · www.successandspirit.com



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

B: It's a very different thing to be a TV host whose helping people or be a workshop leader whose helping people.

Karen: Can you elaborate on that?

B: You tell me. What does Oprah do once she's on? Does she say, "Alright everybody heres your dream and I want you to bend down and do this exercise and talk to each other like this". Does she do that?

Karen: No, she's facilitating I guess.

B: She stands up; she talks and introduces a guest. Do you have a guest? You don't have a guest. So one of the things she has to do, her producers do, is find guests.

Karen: OK, got it.

B: So one of things you would do if you were running an Oprah like evening or afternoon at a local community centre or school and you could do this on the public school circuit if you like young kids, you could do it for the women's garden club if you want – you could pick your group. You could do it at the church or anywhere else. It's got to be on a consistent basis so you don't have to advertise it and promote it too much. Then you have to find guests, then you have to interview them on a video camera, and then you have to say, "Hello everybody, I met so and so..." You have to run the video, because that's what Oprah does, then you have to say, "Here she is".

Have the person walk on and sit down, you have to find out what it's like to have a microphone and what it is like to interview her and what it is like to call people from the audience. So, first thing to do is sit down and watch four Oprah shows and write down exactly what happens. Write at 4 o'clock she did this. At 5 o'clock she did this. She broke for commercial then she talked for 30 seconds and then she had someone else talk, then she showed a video, then she talked, then she had another guest. Sit down and do it.

Karen: Great, I already have a forum for that though. Thank you.

B: Where?

Karen: I just started a new ministry at my church called Career Transitions.

B: Fabulous

Karen: I just wanted to mention to you that I was introduced to your book, "I Could Do Anything, If Only I Knew What It Was", back in the mid 80's when I was in between college semesters and someone recommended it to me and said, "This is for you, cause you do all kinds of stuff and I don't know what your focus is on". Thank you and it has just been great and I have really enjoyed it.

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

B: Great, I'm pleased to hear that.

M: Barbara's got another check, so there are only 41,999,998.

B: That's two checked off. You know that Jimmy Stewart movie where a bell rings ...

M: When a bell rings and an angel gets its wish.

B: I'm working on it.

M: We've got time for one more angel, one more wish obstacle. Who's out there?

Sian: Hi, my wish is to become a successful life and career coach and my obstacle is feeling that I don't know enough to really start charging people for what I do.

B: Have you done it free very much?

Sian: Yes. I just started in a corporation for a while and was doing career development coaching, but then the organization was laid off and I had been wanting to do coaching for a long time.

B: Who have you done it for outside of that?

Sian: Right now I have five pro bono people that I am working with.

B: OK. Do you feel adequate, do you feel overwhelmed, do you feel comfortable, do you feel sometimes that you wish you had somebody to help you? How do you feel?

Sian: I feel that I am in a strange world. I don't know if I am doing the right thing. I feel good and the people seem to feel good about what we are doing, but I don't think I am accomplishing things as fast as I should.

B: Do you do your coaching as ongoing, where people contact you three times a month or something?

Sian: Right, and I am going through Coach U right now.

B: That's means that you are finding out what they need and you are asking them to do certain things and then they call you back and tell you they did them.

Sian: Right.

B: And then you listen and make another suggestion. Is that correct?

Sian: Right.

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

B: Where do you feel your shortcomings are? You obviously have good judgement, but do you feel that you're basically more accustomed to the corporate scene?

Sian: Maybe the courses I have taken so far haven't given me enough guidance on how to structure my call and just listening to you today was very helpful to see how you question people.

B: I don't do enough of them and I should do more. If you email me and nag me I promise I will. What I was doing was like right here on telephone. It was doing what I called teleclasses and I would work with one person for almost one hour and I would charge half my usual rate, then to listen in and ask questions, for the second ½ hour I would charge \$30. I had a lot of coaches listening to me. I would say after that, "Tell me what you saw me do, tell me if you want to know why I did something". It was like a music master class.

Sian: That sounds great.

B: Get on my mailing list – it's really important because I send out announcements at the last minute. I am just not organised enough to plan them in advance and I will do teleclasses. Coaches find them really helpful.

Sian: That would be great. And I have read your Wishcraft and I absolutely love it.

B: That's great. Email me and say, "Barbara, do a teleclass". Just nag me. I love it.

Sian: I will do that. Thank you.

M: Fantastic. I want to begin to wrap this up. For those of you who are listening live or listening to this in the next week; next Thursday same time, Michele is going to be interviewing Marie Nemeth who is the author of The Energy of Money. We are also going to send out a reminder about that. If you want to find out more about Barbara you can do this on BarbaraSher.com. The books are wonderful, the tape set is wonderful. It's a real treat to give yourself to spend some time with Barbara, whether it is online or in a book or listening to a tape. I assume people can visually see you live.

B: On my bulletin board, or on my main page, if you go to the bottom it has Barbara Sher Appearances or something and I have a list of where I will be appearing. If it's in the town your in – you can see me live.

M: All that remains is for me to say a huge thank you. Another little wish fulfilled.

B: It's been an absolute pleasure. I have really enjoyed meeting these people and I hope you all email me and say hello.

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!

Lisenbury, Inc. · c/o Todo Management · 6523 California Ave SW · Seattle, WA 98136-1879 · tel: 206.729.8497 ·
michele@successandspirit.com · www.successandspirit.com



**Michele Lisenbury Christensen's
Success Guru Interviews
Barbara Sher, author of "Wishcraft"
Interviewed by Michael Neill**

Recorded December 2003

Recording available at <http://www.successandspirit.com>

E-mail subscribe@successandspirit.com to receive announcements of future interviews

E-mail Michele@successandspirit.com with your raves, rants, or recommendations

© 2003 Michele Lisenbury Christensen

May be freely distributed with this copyright and contact information attached. Enjoy!

Lisenbury, Inc. · c/o Todo Management · 6523 California Ave SW · Seattle, WA 98136-1879 · tel: 206.729.8497 ·
michele@successandspirit.com · www.successandspirit.com